JULY 18, 1955

35c PER COPY

BROADCASTING TELECASTING

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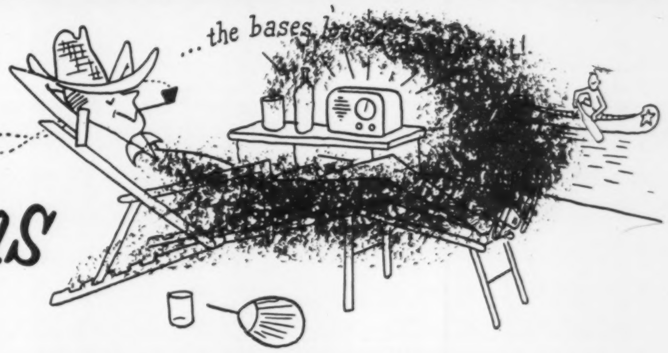
NEWSWEEKLY
RADIO AND TV

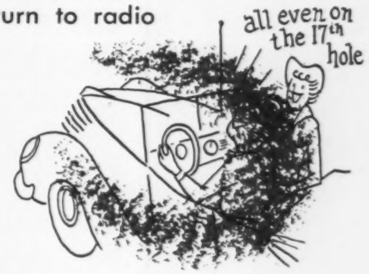

... the bases loaded ... out!

radio-active

sports fans

five all in games
each

Whether reading, riding, or relaxing . . .
When they want on the spot results—
Who won the ball game this afternoon?
Who reached the finals in the tennis tournament today?
Who is our new State golf champion?
. . . They turn to radio


all even on the 17th hole

and

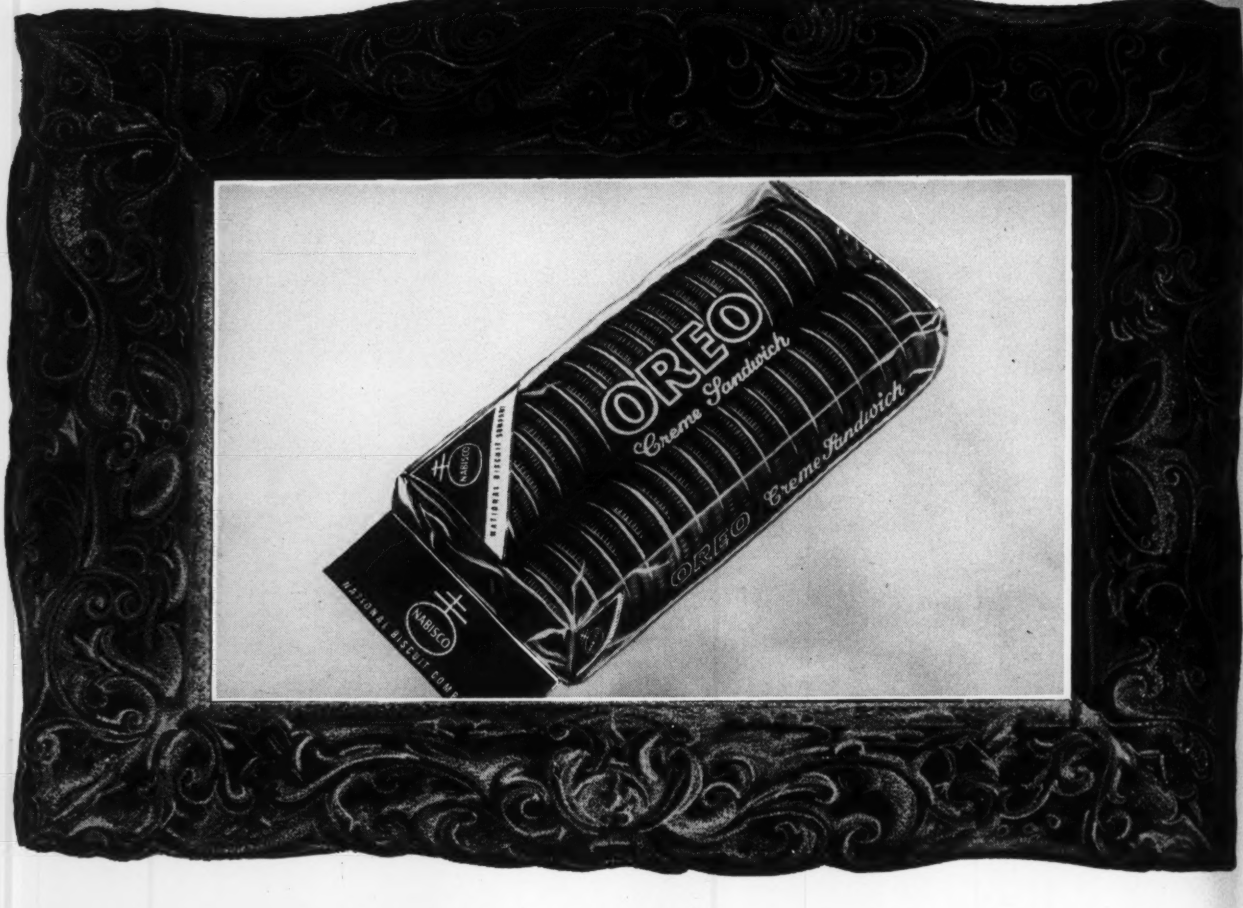
. . . Spot Radio turns Radio-Active sports fans into active customers.

WSB	Atlanta	NBC
WFAA*	Dallas Ft. Worth	NBC ABC
KOA	Denver	NBC
WIKK	Erie	NBC
KPRC*	Houston	NBC
WJIM	Lansing	NBC ABC
KARK	Little Rock	NBC
KABC	Los Angeles	ABC
KSTP	Minneapolis St. Paul	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
WRNL	Richmond	ABC
KCRA	Sacramento	NBC
WOAI*	San Antonio	NBC
KFMB	San Diego	CBS
KGO	San Francisco	ABC
KMA	Shenandoah (Iowa)	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC
ABC	Pacific Radio Regional Network	

*Also represented as key stations of the TEXAS QUALITY NETWORK

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • ATLANTA


OREO
Creme Sandwich
NABISCO
NATIONAL BISCUIT COMPANY

NATIONAL BISCUIT COMPANY

Traditionally in the Public Confidence . . .

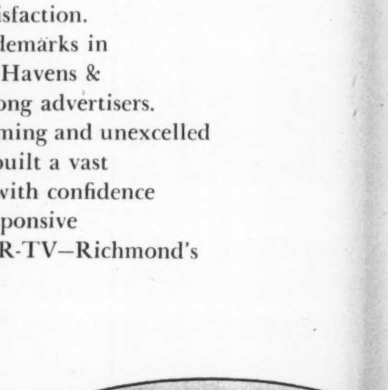
Consumer confidence in National Biscuit Company has been built by years of producing highest quality products, assuring complete satisfaction. As a result "Nabisco" has become one of the foremost of trademarks in the field of bakery and cereal products. Likewise, the name Havens & Martin, Inc., Stations has become a symbol of confidence among advertisers. The complete job of quality entertainment, superior programming and unexcelled public service provided by the First Stations of Virginia has built a vast and loyal audience in one of the South's richest areas. Join with confidence the growing list of advertisers who convert this unusually responsive audience into sales over WMBG-AM, WCOD-FM and WTVR-TV—Richmond's only complete broadcasting institution.

INTERCONNECTED WITH ABC AND CBS

WMBG AM **WCOD** FM **WTVR** TV

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

WTVR Represented Nationally by BLAIR TV, INC.
WMBG Represented Nationally by THE BOLLING CO.


WTVR
RICHMOND VA.
HAVENS & MARTIN INC.
CHANNEL 6
the South's first television station

tion

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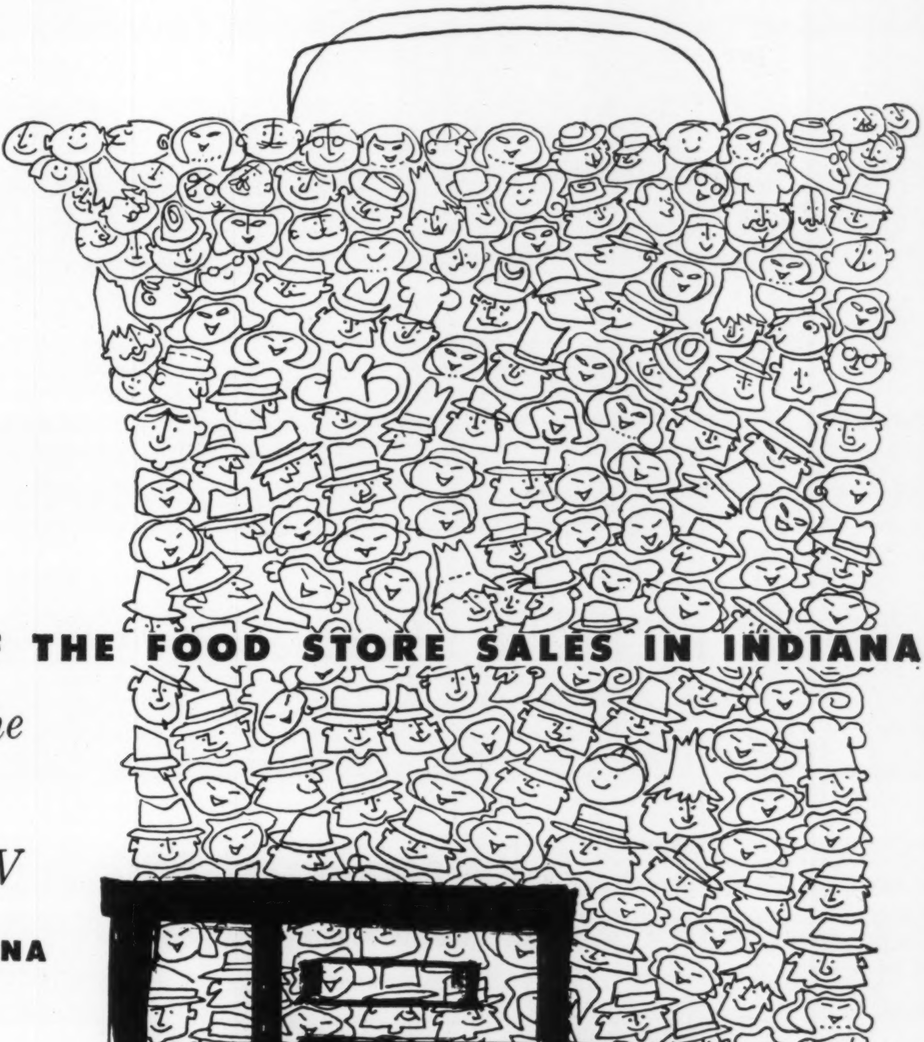
De



OVER HALF THE FOOD STORE SALES IN INDIANA

are made to the people served by WFBM-TV

NO OTHER INDIANA TV STATION DELIVERS SO MUCH

Food store sales state-wide:
$1,049,984,000
Food store sales WFBM-TV-wide:
$536,054,000

WFBM-TV
INDIANAPOLIS

Represented Nationally by the Katz Agency

Affiliated with WFBM-Radio; WOOD AM & TV, Grand Rapids; WFDF, Flint; WTCN, WTCN-TV, Minneapolis, St. Paul

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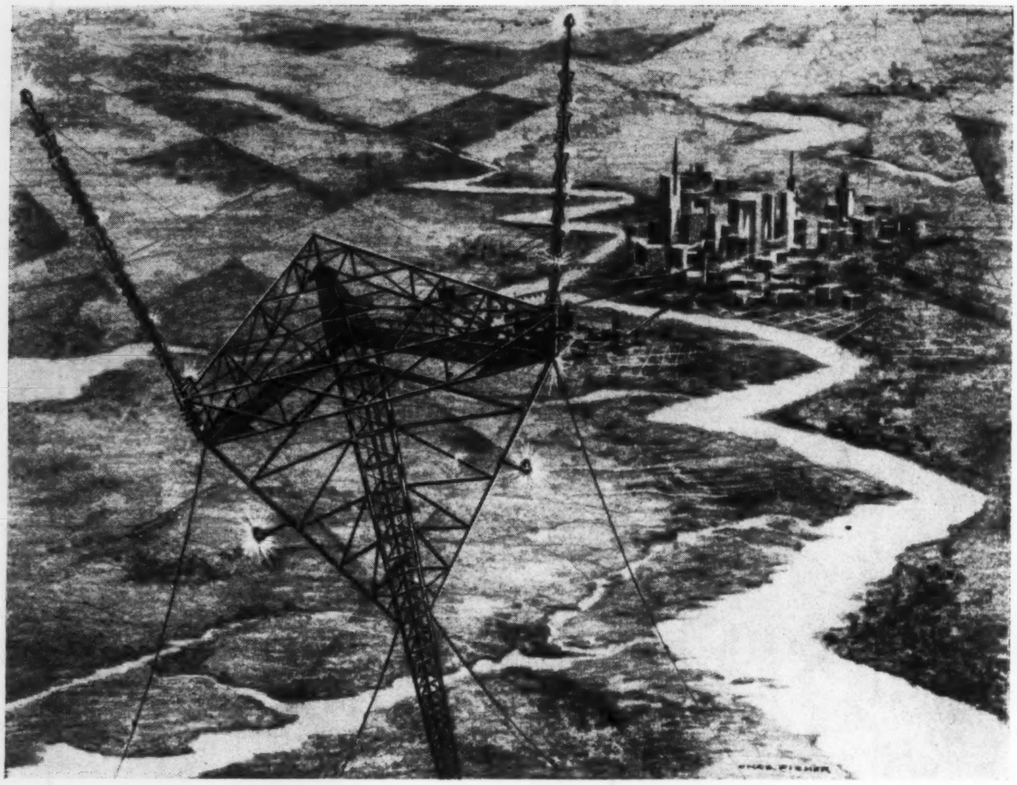


THE HIGH AND THE MIGHTY......

High atop Cedar Hill overlooking Dallas and Fort Worth, Texas' HIGHEST man-made structure ... 1685 feet above average terrain, KRLD-TV's new transmission tower projects itself into the sky. When completed this fall, thousands upon thousands of brand new North Texans and Southern Oklahomans will be added to Channel 4's wide and rich effective viewing area.

KRLD-TV delivers more audience in Dallas and Fort Worth combined during the cumulative hours 8:00 a.m. until 12:00 midnight, 7 days a week than any other television station.

Channel 4 is the CBS outlet for Dallas, Fort Worth and North Texas

2 BIG, RICH METROPOLITAN MARKETS FOR THE PRICE OF 1!

The make sense buy!

KRLD-TV

The Times Herald Station
Owners and operators of KRLD, 50,000 Watts
The Branham Co., Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit®

FUEL TO DE-MIX FIRE • Lid may blow off at FCC again this week on de-intermixture. Comr. John C. Doerfer is drafting proposal to make New York City and other major markets all-uhf, leaving vhfs for reassignment to secondary markets as area stations (clear channel concept), thereby becoming economically self-sufficient and, at same time, providing "peripheral" service. His plan presupposes that uhf can do adequate urban job and assumes networks, with no place else to go, would use these outlets.

B•T

DOERFER plan was broached at discussions last week at which time Comr. Rosel H. Hyde again urged consideration of economics in tv allocations. General discussion arose in consideration of five de-intermixture cases argued last month, and which now won't be decided until after Labor Day [B•T, July 11]. FCC now pegs problem as most vexatious and important to come up since final allocations report in 1952, and confusion is running riot.

B•T

ANYBODY FOR THE CASBAH? • Telma, Mocorro's only tv station, which began operation mid-1954, is on block. French-owned (through Crozier Co.) station is commercial but has been in red and is now shut down (story, page 104). Casablanca is center of recent anti-French unrest. Telma is being listed for sale by Kidder, Peabody & Co., through Robert E. Grant of Chicago office.

B•T

PROSPECTS were good at weekend for increase in FCC Commissioners' pay prior to Congressional adjournment about July 31. Whereas administration had recommended increases for executive branch and quasi-judicial agencies which would raise FCC from $15,000 to $22,500, prospect was that Congress would cut agency stipend to $20,000—$2,500 below Congressional pay. FCC pay was increased from $10,000 to $15,000 in 1950.

B•T

ACE FOR COMO • Latest build-up being given *Perry Como Show* to be slotted by NBC-TV this fall against highly-rated Jackie Gleason program on CBS-TV is reported signing of top script writer Goodman Ace to handle writing chores. NBC-TV to place one-hour Como show within 7:30-9 p.m. period, starting Sept. 17.

B•T

FCC last week had before it NBC-Westinghouse "swap" arrangement whereby network's owned facilities in Cleveland (WTAM-AM-FM, WNBK [TV]) would be exchanged for Westinghouse's Philadelphia stations (WPTZ [TV] and KYW), with excess of $3 million to be paid Westinghouse in cash. Action, however, was deferred because of absence of several FCC members on other business, with likelihood that consideration will be given this week.

SECOND WIND • Extent to which radio is catching its second wind evidenced in activity among Washington consulting engineers and attorneys. Owners, once disposed to stand by because of tv blitz, are now seeking to upgrade facilities through frequency shifts and power increases. Engineers particularly report far greater activity than at any time since end of World War II.

B•T

IN ADDITION to activity in upgrading of am facilities, lawyers and engineers also report new interest in fm, notably along eastern seaboard. One station in Southeast had announced plan to quit fm operation but was deluged with complaints from suburban and remote areas to point where it felt forced to continue. In addition, some 40,000 letters of protest were received in market of approximately 181,000.

B•T

SURPRISE, SURPRISE • Appointment of new top battery of Edward F. Kenehan and James E. Barr as chief and assistant chief, respectively, of FCC Broadcast Bureau, came as surprise to some members of FCC when proposed at last Wednesday's meeting by Chairman McConnaughey (story, page 42). Record vote will show that two members (Hyde and Bartley) questioned transfer of Curtis B. Plummer and Joseph M. Kittner as chief and assistant chief, respectively, of Safety & Special Radio Services Bureau. Comr. Richard H. Mack, sitting in his first meeting, did not participate.

B•T

IT WAS still touch and go last week on U. S.-Mexican deliberations in Washington to reconcile broadcast allocations between countries as essential step prior to continental agreement under NARBA. Delegations were just getting down to business at weekend, with prospect that sessions would terminate this week whether or not agreement is finally evolved. Mexican delegation apparently had instructions to stay not longer than two weeks (story, page 72).

B•T

PUSHING PROGRAMS • Ed Craney, Western broadcaster who has been responsible for many innovations in programming and selling, is using strong medicine to encourage sponsorship of programs rather than announcements. Effective July 1, rate for 14-minute program on his Z Network in Montana was pegged at rate for one-minute announcement. His idea: This should encourage return of good 15-minute shows on radio such as Chevrolet's former *Musical Moments*. Time will tell whether this will mark new trend, according to Mr. Craney.

AMONG experts called to Washington last Thursday by Pentagon committee considering revisions of articles covering prisoners of war was Dr. Frank Stanton, president of CBS Inc. Dr. Stanton researched number of psychological problems for military during World War II.

B•T

PROTEST PROSPECTS • Amendment of controverted Sec. 309(c) of Communications Act, authorizing automatic hearings from economic protests, considered likely. With preliminary House action favorable to amendment, which would leave such cases to discretion of Commission rather than make hearings mandatory, and with substantially united front of broadcasters backing FCC's position, informed legislative sources felt action might be taken even with indicated July 31 adjournment.

B•T

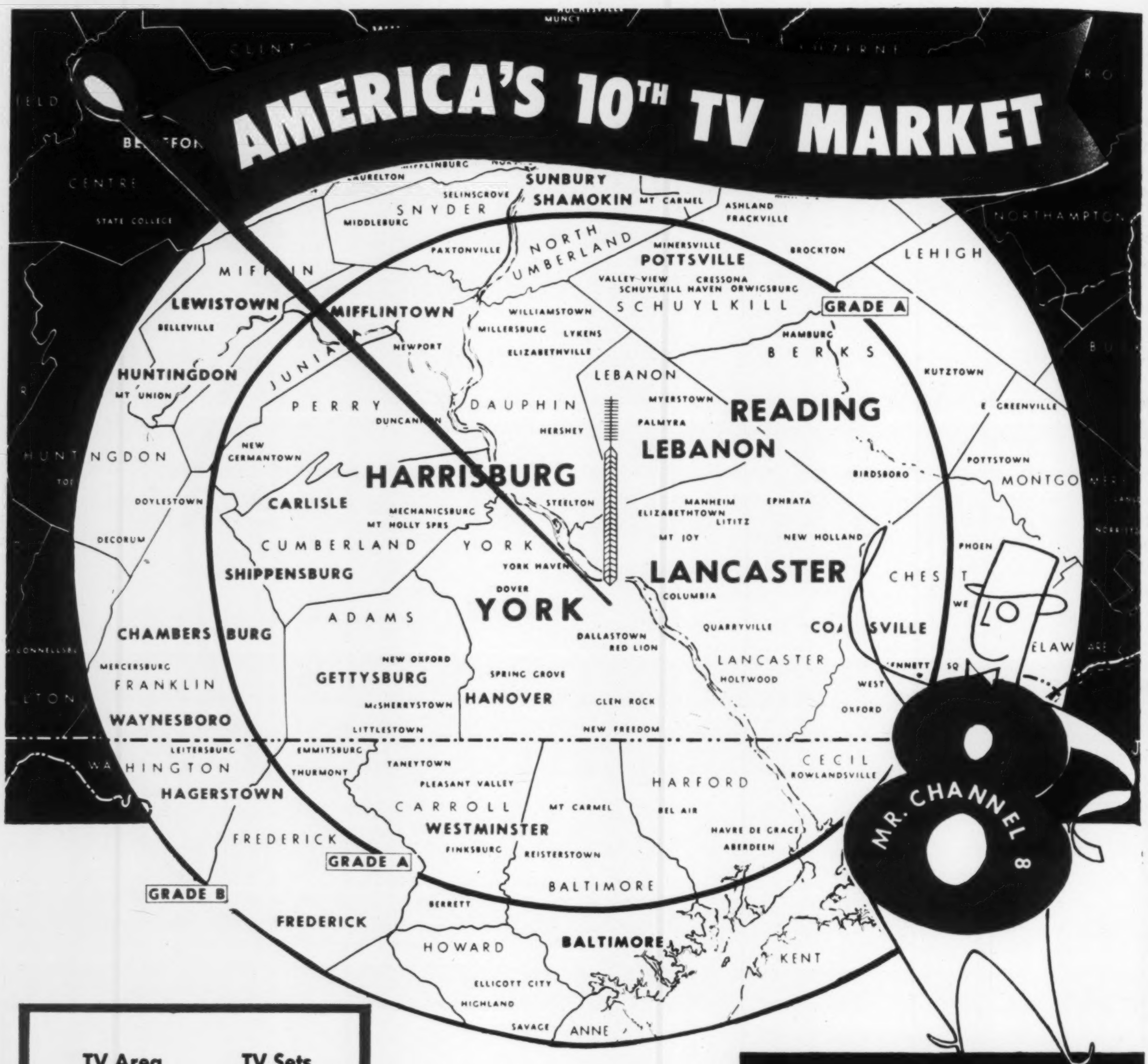
REVIVAL of radio reflected in increases of 10-12% in overall rates being effected by KMPC and KLAC, both Los Angeles.

B•T

NEW MAN AT NARTB • Next step to round out NARTB's headquarters staff expected to be appointment of Fred Garrigus, Boston public relations man, to fill new job —maintenance of relations with industry and other organizations. This fast-growing function at association has been consuming many weekly hours of President Harold E. Fellows' time, as well as other staff executives. Mr. Garrigus was with CBS in New York at one time and had held public service post at WEEI Boston when Mr. Fellows headed station. Still to be filled—vacancy in Legal Dept. caused by shift of Chief Attorney Vincent Wasilewski to government relations, replacing Ralph W. Hardy who becomes CBS Washington vice president Sept. 1.

B•T

WHO goofed? Air Force fought bitterly against permitting ch. 8 KSWS-TV Roswell, N. M., to construct 1,610-ft. tower 43 miles outside of Roswell in place of present 800-ft. tower 10 miles from Walker Air Force Base near Roswell. In fact, base commander originated move when he complained that present tower hindered operations. Now, on heels of initial decision favoring move [B•T, July 4], word comes that Air Force has moved into Walker squadron of night fighters, but they can't do any night flying until KSWS-TV's tower is moved. Also, no small matter, is fact that delay in building new tower—caused by military objections—may cost KSWS-TV owner John A. Barnett from $25,000 to $50,000 over what he could have bought steel for if allowed to proceed last year when he first applied.


AMERICA'S 10TH TV MARKET
SUNBURY
SHAMOKIN
POTTSVILLE
LEWISTOWN
MIFFLINTOWN
HUNTINGDON
READING
LEBANON
HARRISBURG
CARLISLE
SHIPPENSBURG
LANCASTER
YORK
CHAMBERSBURG
GETTYSBURG
HANOVER
WAYNESBORO
HAGERSTOWN
WESTMINSTER
FREDERICK
BALTIMORE
GRADE A
GRADE B
MR. CHANNEL 8

	TV Area	TV Sets
1	New York	4,730,000
2	Chicago	2,255,000
3	Los Angeles	2,107,168
4	Philadelphia	2,094,852
5	Detroit	1,553,200
6	Boston	1,308,362
7	Cleveland	1,195,000
8	Pittsburgh	1,134,110
9	San Francisco	1,066,590
10	**LANCASTER**	**912,950**
11	St. Louis	785,162
12	Milwaukee	774,803
13	Washington, D.C.	741,000
14	Cincinnati	724,140
15	Indianapolis	663,000

316,000 Watts

WGAL-TV

LANCASTER, PENNA.

NBC • CBS • DuMont

WGAL-TV's 316,000-watt signal on Channel 8 beams a clear picture from its mountaintop transmitter location to a wide area which collectively creates the tenth largest TV market in the Nation. Stations in only nine other areas reach more television sets than those in the WGAL-TV Channel 8 Mighty Market Place.

STEINMAN STATION   Clair McCollough, Pres.

Representatives:

MEEKER TV, INC. New York Los Angeles Chicago San Francisco

Channel 8 Mighty Market Place

Harrisburg York
Lebanon Reading
Hanover Pottsville
Gettysburg Hazleton
Chambersburg Shamokin
Waynesboro Mount Carmel
Frederick Bloomsburg
Westminster Lewisburg
Carlisle Lewistown
Sunbury Lock Haven
Martinsburg Hagerstown

at deadline

AFFILIATES ACCEPT CBS SINGLE RATE PLAN; NEW MBS SALES PASS MILLION DOLLAR MARK

SINGLE RATE PLAN of CBS Radio assured at noon Friday when station response to network's new affiliation contracts, setting one rate for day and evening time (but without reducing actual costs to advertisers), passed 85% of U. S., amount network officials had set as mark needed to put plan into effect [B•T, July 4]. (See radio network situation report page 31.)

Officials said response reached some 90% Friday. No turndowns of contract—which also provides for one-year reduction of 20% in station compensation—were received, although network reportedly negotiating with several stations which have been non-committal. Effective date of new plan is Aug. 25.

CBS Radio executive commented that return of contracts after only nine working days —and in some cases six or seven days because of delayed mailing—was "tribute to affiliates."

FIRST advertiser purchases of time on MBS which include participation in Mutual's new "Companionate Radio" service reported Friday by network. Buys represent about $1 million in gross billings (see story page 31).

Quaker Oats Co., in addition to purchase of 10 saturation (one-minute) segments of *Sgt. Preston* show, will sponsor for 52 weeks 10 one-minute segments weekly on MBS including five on *Keepin' Company,* and two on *Here's Hollywood,* Tuesdays and Thursdays, 12:05-12:10 p.m. (EDT), both Companionate programs, and three participations in MBS' multi-message, 8-8:30 p.m. (EDT) period, Mondays, Wednesdays and Fridays.

Also reported by MBS: Williard Storage (batteries), Cleveland, through Meldrum & Fewsmith, Cleveland, has purchased three participations in multi-message programs for fall and winter campaign, effective Aug. 29.

Sales, Promotion Budgets Increased by Quality Group

BUDGETING for sales and sales promotion activity of Quality Radio Group has been "substantially" increased, Ward L. Quaal, Crosley Broadcasting Corp. and QRG president, said Friday in reporting on board of directors meeting held in Chicago. Mr. Quaal also announced that surveys made by major agencies have validated Quality's assertion that its 36 member stations reach 90% of nation's homes.

Also at Chicago meeting: W. Howard Summerville, WWL New Orleans; Don Thornburgh, WCAU Philadelphia; Ralph Evans, WHO Des Moines; John H. DeWitt Jr., WSM Nashville; Frank P. Schreiber, WGN Chicago; John M. Outler Jr., WSB Atlanta; James Gaines, WOAI San Antonio; Frank Fogarty, WOW Omaha. Board meets again in Chicago in November.

Local, Regional Advertisers Offered New Ziv Show

LOCAL and regional advertisers to be offered *Dorothy & Dick,* radio program that has been acquired and is being nationally syndicated by Frederic W. Ziv Co., Alvin E. Unger, vice president in charge of sales, was to announce today (Mon.).

Program will be offered across board. Five one-half hour shows will be transcribed per week with six one-minute commercials (plus opening and closing identifications). Show features Dorothy Kilgallen, syndicated newspaper columnist, and her husband, Richard Kollmar, radio actor and Broadway producer.

CBS-TV Signs Roanoke Outlet

AFFILIATION of WDBJ-TV Roanoke (ch. 7) with CBS-TV as basic optional station, effective Oct. 1, announced Friday by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. Station is owned by Times World Corp., with Ray Jordan general manager.

TvB Signs New Members

FIVE additional stations and one station representative have joined Television Bureau of Advertising, Norman (Pete) Cash, director of station relations, TvB, was to announce today (Mon.). Stations are KTRK (TV) Houston; WCPO-TV Cincinnati; WEWS (TV) Cleveland; WMAL-TV Washington, and WUSN-TV Charleston, S. C. Representative is the Branham Co.

Prudential in Daytime Tv

PRUDENTIAL INSURANCE Co. of America has purchased quarter-hour segment, alternate Mondays, of *Garry Moore* in its first daytime television advertising, in addition to renewing *You Are There,* both on CBS-TV. Firm has dropped sponsorship of *Fibber McGee & Molly* on NBC Radio, effective June 23. Calkins & Holden, New York, is agency.

NBC-TV Daytime Color Drama

PLANS for NBC-TV's first regularly scheduled, afternoon drama series in color, were to be announced today (Mon.) by Thomas A. McAvity, NBC vice president in charge of tv network. Hour-long, Mon.-Fri. telecasts, titled *Matinee,* will debut Oct. 3, 3-4 p.m.

THOUGHT PROJECTION

NATIONWIDE "thought projection" was to be attempted by Dunninger last Saturday on his *Dunninger Show* on NBC-TV (Sat., 8:30-9 p.m. EDT) when he invited viewers to receive "message" he previously had written on piece of paper, placed in envelope and sealed. During show, Dunninger tried to project subject matter to viewers. They were asked to write "message" on postcard, addressed to Reuben H. Donnelly Co., Mt. Vernon, N. Y., which will announce findings on *Dunninger Show* this Saturday.

• BUSINESS BRIEFLY

GROVE TO RETURN • Grove Labs (Four Way cold tablets), St. Louis, through Harry B. Cohen, N. Y., planning to use substantially similar campaign in spot announcements as last year when it used about 80 tv and 175 radio stations. Current fall campaign will be launched in October, running 22 to 26 weeks.

VICK FALL PLANS • Vick Chemical Co. (Vapor Rub, cough drops), N. Y., planning annual tv spot announcement campaign to begin mid-September and early October in more than 50 markets. BBDO, N. Y., is agency.

CAMPBELL SOUP SPOTS • Campbell Soup Co., Camden, N. J., planning spot radio announcement campaign this fall for first time in several years. Firm understood to be considering October starting date in about 75 markets. BBDO, N. Y., is agency.

PHARMCO RADIO PLANS • Pharmco Inc., for its Chooz, Feen-A-Mint and Medigum, preparing daytime, minute-announcement campaign in 200 radio markets, effective Sept. 19, for 26 weeks. Doherty, Clifford, Steers & Shenfield, N. Y., is agency.

RONSON NEWS • Ronson Corp. (pocket and table lighters), Newark, will sponsor Wednesday and Friday segments of *Douglas Edwards with the News* (CBS-TV, Mon.-Fri., 7:30-7:45 p.m. EDT), starting Aug. 24. Agency: Norman, Craig & Kummel, N. Y.

CREOMULSION RADIO • Creomulsion Co., Atlanta, through Tucker Wayne & Co., Atlanta, preparing radio spot announcement campaign to start this fall in South and Midwest.

TEXTILE CAMPAIGN • Pacific Mills, Boston, through J. Walter Thompson Co., N. Y., placing radio spot announcement campaign starting July 31 for one week in about 15 markets.

LEVER RENEWS • Lever Bros. renews *Lux Video Theatre,* NBC-TV, Thurs., 9-10 p.m. EDT, effective Aug. 25, for 52 weeks. Agency: J. Walter Thompson Co., N. Y. Lever also preparing spot announcement campaign for Silver Dust to start mid-August for 10 weeks in about 40 markets. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

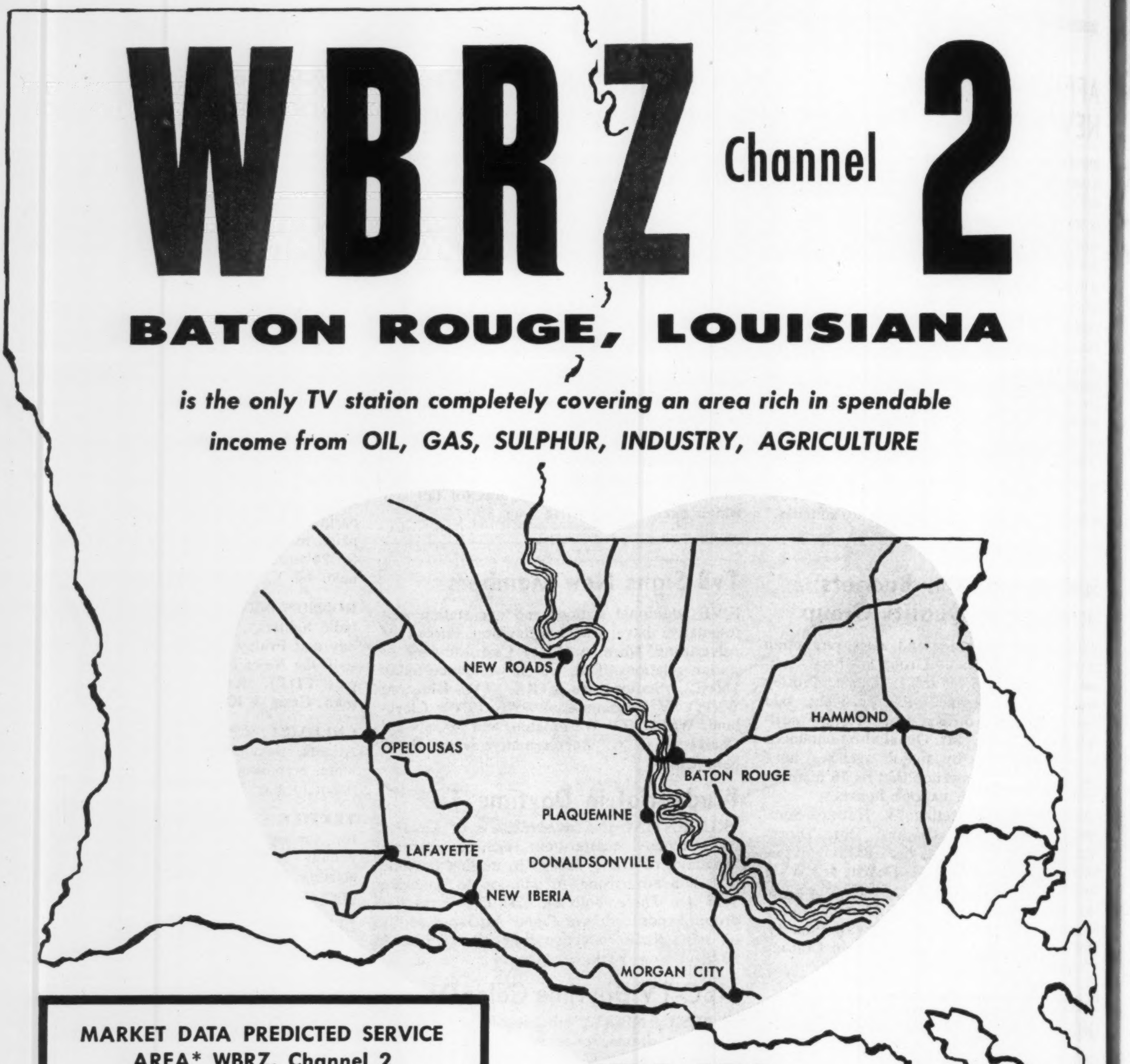
NEW YEAR'S EVENT • Minute Maid Corp., N. Y., will sponsor Tournament of Roses in Pasadena Jan. 1 on NBC-TV (12:15-1:45 p.m. EST). Agency: Ted Bates & Co., N. Y.

MALTEX CONSIDERS • Maltex Co. (cereal), Burlington, Vt., which used spot radio-tv last year, considering similar campaign with newly-appointed agency, Bryan Houston Inc., N. Y. Definite plans won't be made until next month. Agency officially takes over account in September.

KQTV Fort Dodge, Ia., Dark

KQTV (TV) Fort Dodge, Iowa, ch. 21, reported Friday to FCC it is off air due to burned out transmission line and antenna. Station indicated lightning was cause of forcing it dark. It hopes to return on air in 30-90 days.

The Heartland of Louisiana has $899,481,000.00 Purchasing Power!


NEW ROADS
OPELOUSAS
HAMMOND
BATON ROUGE
PLAQUEMINE
LAFAYETTE
DONALDSONVILLE
NEW IBERIA
MORGAN CITY

WBRZ Channel 2

BATON ROUGE, LOUISIANA

is the only TV station completely covering an area rich in spendable income from OIL, GAS, SULPHUR, INDUSTRY, AGRICULTURE

MARKET DATA PREDICTED SERVICE AREA* WBRZ, Channel 2

Population	860,000
†TV sets in area	164,650
Effective Buying Power	$899,481,000
Retail Sales	$580,937,000
Food Sales	$129,460,000
Automotive Sales	$122,571,000
Drug Sales	$ 16,371,000

SOURCE: Sales Management's Survey of Buying Power, 1954

*Class "B" †Television Magazine

NBC-ABC

POWER:
100,000 watts

MORE TOWER:
1001 ft. 6 inches

Largest TV Antenna in the United States
12 Bays—Channel 2

Represented by Hollingbery

RETAIL SALES: $580,937,000.00

at deadline

Marquette, Hartford Transfers Filed at Commission Friday

APPLICATION for FCC approval to sale of ch. 6 WAGE-TV Marquette, Mich., from Peninsula Broadcasting Inc. to Lake Superior Broadcasting Co. (WDMJ Marquette) for $20,000 filed Friday. WAGE-TV not yet on air. Lake Superior owned by Mining Journal Co. (*Marquette Mining Journal*), which is also minority owner of WSAU-AM-TV Wausau, Wis. Frank J. Russell Jr., principal owner of Mining Journal Co., is 80% owner of WMIQ Iron Mt., Mich. (*Iron Mt. News*).

At same time, application for Commission approval to purchase of ch. 18 WGTH-TV Hartford, Conn., by CBS for $650,000 [B•T, July 11] also filed with FCC. Replacement cost of station estimated at $401,504; that of WGTH, which is not being sold, at $200,000.

Balance sheet of General-Times Tv Corp., licensee of ch. 18 Hartford station (owned 55% by General Teleradio and 45% by Gannett's *Hartford Times*), showed that as of June 30, 1955, it had total assets of $433,009, of which $5,289 was in cash. Liabilities included $357,920 to Yankee Div., General Teleradio; $162,356, notes due; $71,969 old deficits and $72,507 current deficits.

CBS indicated that it had income, after Federal taxes, of $8,894,642 in 1953, and of $16,716,826 in 1954. Income in 1954 included more than $5 million from sale of minority interests in three broadcast stations. These figures are for CBS Inc.

Application did not disclose how much General Teleradio was paying *Hartford Times* for its 45% interest in WGTH-TV.

KOSA-Roberts Get Grant For Odessa Video Outlet

FINAL GRANT of ch. 7 at Odessa, Tex., made to Odessa Television Co., FCC announced Friday. Odessa Tv is joint venture owned 50% each by Odessa Broadcasting Co. (KOSA) and Cecil Roberts of Dallas. Cecil L. Trigg, president and director of KOSA, will be president and general manager of KOSA-TV.

FCC denied application of another firm, The Odessa Television Co., jointly owned by Clarence E. Wilson and Philip D. Jackson. Messrs. Wilson and Jackson have had interests in broadcast properties dating back to 1945. In 1953 they were granted permit for ch. 25 at Oklahoma City (KTVQ [TV]), which they later sold. At present they each have third interest in KBOY Medford, Ore.

Mr. Trigg reported Friday that KOSA-TV hopes to be on air in 90 days using RCA equipment. Branham Co. will be national representative. Station is seeking CBS-TV affiliation.

Commission last week approved sale by Mr. Roberts of ch. 15 WBLN (TV) Bloomington, Ill., to Worth S. Rough (story page 49).

WTRY Troy Sold by Wilder

SALE of WTRY Troy, N. Y., by Harry Wilder and associates to group of Providence, R. I., broadcasters for $500,000 announced Friday. Station (5 kw on 980 kc) bought by Robert T. Engles, president and general manager, and C. George Taylor, program director, WHIM Providence; Kenneth M. Cooper, general manager, WORC Worcester, Mass., and Maury Loew, former manager, WEAN Providence. Messrs. Engles and Taylor will own 28% each; Messrs. Cooper and Loew, 22% each. Payment will be with $150,000 in cash, remainder in notes. WTRY is 50% owner of ch. 35 WTRI (TV) Albany, suspended station. This interest has been assigned to National City Bank of Troy as trustee for individual stockholders (see story, page 76). According to Col. Wilder, WTRI will resume operation if and when FCC turns down proposal to move ch. 10 into Albany area. "Instead of retiring," Col. Wilder said, "I may very well get into the revolving door again." Sale was negotiated by Blackburn-Hamilton Co., station brokers.

Change in Ch. 8 Conclusions Sought by Westinghouse

WESTINGHOUSE Broadcasting Co. petitioned FCC Friday to reconsider Portland ch. 8 tv decision [B•T, July 4]—but only to revise conclusions indicating that parent Westinghouse Electric Corp. was 22.42% owned by aliens.

WBC asked that two paragraphs in Portland decision be revised to indicate that "even under the most unrealistic assumptions" 22.42% of Westinghouse "is the maximum number that could be found to be owned by aliens . . ."

Westinghouse explained that figure of 22.42% was arrived at by witness who was asked to make certain assumptions. "Although the nature and reasons for those assumptions are perfectly clear when the findings are closely read, the conclusions fail to make it equally clear to other than the most careful reader of the entire text that the assumptions are only assumptions and are not facts. The conclusions also make inaccurate quotation out of context not only likely, but almost inevitable."

Communications Act prohibits FCC from granting license to any corporation which in turn is controlled by another corporation where more than 25% of stock is owned by aliens.

In Portland ch. 8 case, Commission affirmed initial decision in favor of grant to North Pacific Television Inc. (Mrs. A. Scott Bullitt).

FCC Pay Boost Proposed

BILL to raise pay of FCC commissioners from present $15,000 to $22,500 has been introduced by Rep. Sid Simpson (R-Ill.). Bill (HR 7387) referred to House Civil Service Committee. It was submitted same week that White House announced it was preparing to ask Congress to raise salaries of Cabinet and sub-Cabinet officers and officials and top staffers of executive agencies (see story, page 46).

UPCOMING

July 18: Start WSM-Peabody Tv Workshop, Peabody College, Nashville, Tenn.

July 20: Testimonial Dinner to honor Frieda Hennock, Shoreham Hotel, Washington, D. C.

July 22-27: National Audio-Visual Convention, Sherman Hotel, Chicago.

See other Upcomings page 110

PEOPLE

WICKLIFFE W. CRIDER, vice president in charge of television and radio, and **G. MAXWELL ULE,** vice president in charge of research, elected to board of directors of Kenyon & Eckhardt. Mr. Crider joined K&E in 1952, before that was BBDO vice president and before that with J. Walter Thompson. Mr. Ule joined K&E in 1949 after service with McCann-Erickson, Chicago. Mr. Ule is president of Radio and Television Research Council and chairman of Advertising Research Foundation subcommittee on radio and television ratings.

ARMIN N. BENDER, WHAM Rochester, recently assistant to television sales manager, appointed general sales manager of Stromberg-Carlson Bcstg. Corp. (WHAM-AM-TV).

C. E. MILLER, transmitter supervisor for KOMO-AM-TV Seattle, named chief engineer for Fisher's Blend Station Inc., and Fisher's Television Co., operating KOMO-AM-TV. He succeeds late **FRANCIS J. BROTT.**

RICHARD H. McGINNIS, formerly with advertising dept., Shell Oil Co., to BBDO, N. Y., as account executive on Ethyl Corp. account.

CHUCK WILDS, veteran supervising timebuyer, N. W. Ayer & Son, N. Y., resigning from agency, effective Aug. 5, and will spend year in Europe with family.

Actors Guild Still Deadlocked With Tv Film Producers

WITH Alliance of Tv Film Producers and Assn. of Motion Picture Producers standing fast against Screen Actors Guild in current tv entertainment film bargaining sessions in Hollywood, SAG announced its board will meet today (Monday) to consider calling a membership meeting on strike vote.

Guild action followed meeting which broke off last Thursday. SAG called on non-ATFP and non-AMPP film producers to attempt independent negotiations. However, independents refused SAG demands, stating they would be governed by results of ATFP-AMPP negotiations.

Main stumbling block is revised residual payment scale asked by Guild. SAG last week reportedly softened its demands somewhat, but bargaining opponents maintained demands still were too high.

SAG contract with tv entertainment film producers expires Wednesday.

Community System Sold

MARTIN F. MALARKEY Jr. and associates, community tv operators in Pottsville, Schuylkill Haven and Minersville, Pa., have bought Harrisonburg, Va., antenna system, it was announced Friday. Harrisonburg system encompasses 600 subscribers, with potential 1,800 hookups, it was reported. It was bought from Frederick L. Allman, owner of WSVA-AM-FM-TV that city. Price was not disclosed. Mr. Malarkey is president of National Community Television Assn.

Gay Plans Virginia Outlet

CONNIE B. GAY, country music personality of Washington, D. C., who in last few months has spread his interests into broadcast ownership of three stations, Friday filed application with FCC for new am station at Warrenton, Va., on 1420 kc, 5 kw day. Last week Commission approved sale of WVVW-WJPB-FM Fairmont, W. Va., to Mr. Gay who also has pending before FCC purchase of WWKO Ashland, Ky. (story page 49).

the week in brief

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Mr. Station Operator:
If you want
Sales Action,
Read
This!

ZIV RADIO

BRINGS A NEW SOURCE OF REVENUE TO STATIONS THROUGHOUT THE NATION-

A program that is always sold out at premium prices!

ONE

announcement

SOLD 5000 CANDY BARS IN TWO DAYS!

TWO

announcements

BROUGHT 1200 PEOPLE TO 1 JEWELRY STORE!

SIX

announcements

SWAMPED READER'S DIGEST BOOK CLUB!

SIX

announcements

BROUGHT 1500 INQUIRIES FOR A $150 ITEM!

NO WONDER THIS PROGRAM IS ALWAYS SOLD OUT . . . AT PREMIUM PRICES!

NOW...

IT CAN BE YOURS AT A SENSATIONALLY LOW PRICE!

Dorothy **KILGALLEN** and Richard **KO**

...together in—

THE PROVED SUCCESS FORMULA FO

"Dorothy

5 informal, intimate half-hours

Every Week!

Six one-minute commercials on each half-hou

plus **open and close identifications!**

THEY'RE FUN!

THEY'RE NEIGHBORLY!

THEY'RE FASCINATING!

LISTENERS
tune in daily
to share the glamor, the fun, the family-table talk of radio's most exciting and lovable pair!

SPONSORS flock to this natural way to sell on the air!
With products presented in a natural family setting by a famous husband and wife . . . you've got the formula that sells—for station and advertiser!

EVEN THE KOLLMAR YOUNGSTERS CHIME IN ON MOM'S AND DAD'S SHOW!

LMAR

RADIO ADVERTISERS...

and Dick"

Gracious, charming

Dorothy KILGALLEN

... seen every week on "What's My Line" ... famous for her "Voice of Broadway" syndicated column in newspapers across the country! AMERICA'S TOP FEMININE PERSONALITY!

Witty, versatile

Richard KOLLMAR

... brilliant Broadway showman, producer of "Plain and Fancy", star of "Boston Blackie".

NATIONAL SPONSORS are already acquainted with this program ... many have been buying participations on it for years ...

TINTEX	6 years
SALADA TEA	3 years
ELIZABETH ARDEN COSMETICS	2 years
HORMEL MEATS	1 year
SLENDERELLA	2 years
TIME, INC.	3 years
FLORIDA CITRUS COMMISSION	7 years
PROCTER & GAMBLE	3 years

... and many more!

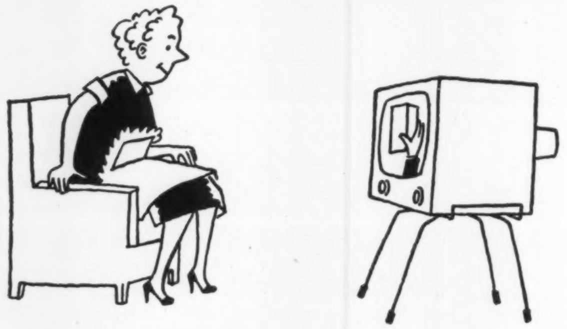
THY AND DICK" mean BUSINESS for YOU!

Write, phone or wire for an exclusive "DOROTHY AND DICK" deal in your area ... it's terrific!

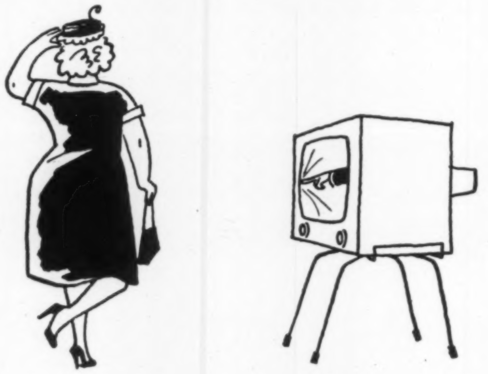
FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

"SEE-PAY" TELEVISION!

2,770,528
People,



434,912
TV Sets
(As of May 1, '55)



in Kentucky
and Indiana,
VIA

WAVE-TV CHANNEL 3 LOUISVILLE

Reaching As Many Families in Its Kentucky and Indiana Area As:

- *26 Daily Newspapers Combined!*
- *115 Weekly Newspapers Combined!*
- *12 Leading General Magazines Combined!*
- *16 Leading Farm Magazines Combined!*
- *14 Leading Women's Magazines Combined!*
- *All Home and Fashion Magazines Combined!*

Affiliated with NBC, ABC, DUMONT

NBC SPOT SALES
Exclusive National Representatives

WINDOWS

MOST summer replacement programs try to hold their viewers with light, frothy entertainment, guaranteed not to raise anyone's temperature. A different approach is taken by *Windows*, which started July 8 on CBS-TV as vacation fill-in for Edward R. Murrow's *Person to Person*. This series, if its first program is typical of those that will follow, strives to chill its audience with eerie suspense.

After an overlong, somewhat confusing introduction about looking through windows into the souls of humanity, the story proper began with a small town household whose two sons are preparing for an outing. They depart. Evening arrives; father comes home and wants to eat his dinner so he can go off to a civic meeting; mother says let's wait for the boys who ought to be home any minute now.

But they don't come home and telephone calls show that all the children of this community and its neighboring towns are similarly missing. As the tension rises, the mother goes outside to look down the quiet street, usually at this time of night ringing with the voices of children at their last few minutes of play before bedtime.

Late in the evening, Johnny, the 16-year old son, comes home, alone. The children have gone, he says, in revolt against the behavior of their parents. But that he, two weeks over the age limit, must return home. The rest, he says, every child between five and 16, will probably never come back. They are so well hidden, he says, that they can never be found, a statement which a police search proves all too true.

But, says Johnny, there is a chance. The missing youngsters can hear the school bell and if the grown-ups ring it they may send a committee back to talk things over. The bell rings, hour after hour. Finally, three children appear to negotiate. What, they ask, about the playground they'd been promised, only to have it taken away for a factory site? Why can't they trust their parents to make good on promises? Why, if their parents love them as they say, don't they treat them with more consideration? Why, above all, do they go on making wars, dropping bombs on children of other lands?

The parents agree to give back the playground, to treat their children better, to try to make a better, warless world for them to grow up in. The committee goes back to the hidden refuge, promising to report to the rest of the children and, if they agree, they'll all come home to give the old folks another chance. On that note the drama ended.

The play got off to a fine start. The suspense built slowly. There were a number of excellent bits: the street at twilight, deserted and silent; the casual reference, when the children's absence first becomes disturbing, to the Pied Piper; the little girl member of the committee who halts negotiations to be taken to the bathroom. But the climax lost its dramatic impact in a cloud of hazy philosophy that was distinctly out of character with children who had already resorted to drastic action.

Let's credit *Windows* with a start in the right direction, even if it didn't quite come off, and wish the series better luck for the rest of the summer.

Broadcast on CBS-TV, Fri., 10:30-11 p.m. EDT, live from New York.

Sponsored by American Oil Co. through Joseph Katz Co., and Hamm Brewing Co. through Campbell-Mithun Inc.

Packaged by Music Corp. of America; created by Frank DeFelitta and Mort Abrahams.

Producer: Mort Abrahams; associate producer: Shelley Hull; director: Leonard Valenta (premiere), alternating with John Stix, Jack Garfein, Jose Quintero; technical director: Hal Warner; lighting: Hank Alexander; costumes: Gene Coffin; staging: David Alexander; set designer: Samuel Lev.

Writers: First program, "The Outing," adapted by Shirley Peterson from a story by Julia Savarese.

Cast of "The Outing": Kent Smith, Frances Reid, Michael Allen, Charles Taylor, "Pud" Flanagan, Susan Reilly, Philip Coolidge, Charles Mendick.

AND HERE'S THE SHOW

IT'S BEEN many a moon since these old ears have been titilated by the drolleries of Ransom Sherman. Last June 9, when the old Chicago master appeared in person on *And Here's the Show*—the summer replacement for George Gobel—it was keenly anticipated.

Honest to say, it was the same old Ransom Sherman—looking slightly professorial (as we knew he would)—still slightly off-beat, still with that low level dry wit, but a little dated.

We wondered about that. We scratched our heads, mulled our thoughts, pondered a John Collins, and forced ourselves into deep contemplation (about six inches below the surface of living on a hot, humid summer evening). Finally we found it.

Ransom Sherman belongs to our youth. His style is part of our young days when great things were being done on radio. Sherman belongs, we concluded, to the era which encompassed *The Chamber Music Society of Lower Basin Street, Col Stoopnagle and Bud, CBS Workshop*, "and now we take you to . . ."

And Here's the Show is a little revue, sort of. Its first guest was humorist Jonathan Winters—who has been on several Gobel stanzas. He did a burlesque of a war movie that was a *tour de force* of voices and sounds.

The show also had vocalist June Christie, the Double-Daters, a song and dance team, and John Scott Trotter and orchestra, held over from the original Gobel show.

Summing up: Middlin' to good summer fare.

Sponsored by Armour & Co. through Foote, Cone & Belding, and Pet Milk Co. through Gardner Adv. Co.

Broadcast on NBC-TV, three Saturdays out of four, 10-10:30 p.m.

Stars: Ransom Sherman and Jonathan Winters, with the Double Daters and John Scott Trotter's orchestra.

Guest (first broadcast, July 9): June Christie.

Producer-director: Robert S. Finkel for Gomalco Productions; associate director: Paul Chapin; writers: Irving Taylor and Jesse Goldstein; technical director: John Conn; art director: Frank Swig.

* * *

BOOKS

THE TELEVISION ACTOR'S MANUAL, by William Hodapp. Appleton-Century-Crofts Inc., 411 Fifth Ave., New York 18, N. Y., publisher. 349 pp. $4.

TIPS on casting, acting techniques, resumes, agent selection and effective publicity are given to the aspiring tv actor by Mr. Hodapp, who also treats the opportunities for actors in television. Although big-city television operations are the focal point of Mr. Hodapp's book, he offers how-to suggestions to actors working on the local station level.

The book contains a glossary of terms, list of casting directors and agents, actors' unions, sample contracts and salary scales.

WCAO
"The Voice of Baltimore"
features outstanding local programming!

Hugh Wanke's MUSICAL CLOCK
Today's super salesman on America's original morning clock. Music-News-Weather.
5:30 to 9 A. M.
Mon. thru Sat.

HI! NEIGHBOR
Jean McLane and Lynn Carroll broadcast this popular 18 year old program for women.
9 to 9:55 A. M.
Mon. thru Fri.

600 SERENADE
with
John Ademy
"The Music Man"
A TOP POP P. M. SHOW!
3:45 to 5:15 P. M.
Mon. thru Fri.

HEADLINES IN SPORTS
with
Roger Griswold
One of the top sportscasters in the East.
5:45 to 6 P. M.
Mon. thru Fri.

CBS
CBS BASIC • 600 KC
5000 WATTS

REPRESENTED BY RAYMER

CAPITAL TYPES #6

THE TOURIST

Hasn't missed a cherry blossom festival since the NRA; world's greatest authority on the late-blooming anything. Collects match covers.

And in the Washington area, which plays host to four and a half-million tourists annually, one station is a better advertising buy than any other. That station is WTOP Radio with (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular local personalities and (4) ten times the power of any other station. You don't need a guide book to point out that WTOP Radio is Washington's top station.

WTOP RADIO

Represented by CBS Radio Spot Sales

OPEN MIKE

Mid-Gulf States

EDITOR:

I have read Mr. Beatty's article on the Mid-Gulf States area [B•T, June 27] and think he has done an excellent job of it, as he did earlier with the Carolinas [B•T, March 21].

It is pleasing to contemplate that the market for your services in the South is growing just as it is for all other goods and services.

F. Clifton Toal, Asst. V. P.
Southern Railway System
Washington, D. C.

EDITOR:

I have just read your excellent article on "The Mid-Gulf States" in the June 27 issue and wish to thank you for an excellent job.

Your series on changing U. S. markets is extremely interesting and informative. A must for anyone concerned with broadcast media.

Please keep up the good work.

Jeremy D. Sprague, Timebuyer
Cunningham & Walsh, New York

EDITOR:

. . . It is very thorough and certainly enjoyable reading and should go a long way in bringing this area to the attention of the rest of the country . . .

P. A. Sieverling, Director
Committee of 100
Birmingham, Ala.

EDITOR:

. . . In listing the total farm income for 1954 and 1953, the value of cotton is estimated at $16.6 million for 1954 and $19 million for 1953. We believe this should have been listed as the farm value of cotton seed during the two years since our estimate, based on USDA [U. S. Dept. of Agriculture] statistics, is $17,048,000 for cotton seed in 1954 and $19,076,000 for 1953—close to the same as your figures for cotton.

The farm value of cotton lint produced in Alabama in 1954 amounted to an estimated $126,316,000, based on USDA statistics. In 1953 it amounted to an estimated $161,500,000.

Total farm value of cotton and cotton seed, therefore, exceeded $143 million in 1954 and was better than $180 million in 1953. . . .

Bill Foreman, Pub. Rel. Mgr.
National Cotton Council of America
Memphis, Tenn.

[EDITOR'S NOTE: Alabama cotton figure incorrectly omitted important lint total, as pointed out by Mr. Foreman. B•T's farm data were obtained from USDA.]

Cole Compliments

EDITOR:

We would like to order 100 reprints of John Osbon's excellent story on the use of tv film by Cole-Finder, Inc., appearing in the June 13 B•T.

Irwin Cole, president of Cole-Finder, Inc., has requested that we pass on to you his compliments on the high level of researching, reporting and presentation in the article. Mr. Cole feels that the story of his success with television films could not have been presented in a more accurate and interesting way.

Morris L. Roth, Account Executive
Herbert M. Kraus & Co., Chicago

Paging David Niles

EDITOR:

I don't suppose you conduct a Missing Persons Bureau, but mindful of the fact that B•T gets around, here's what I'd like to know.

A couple of years ago, a very nice guy and his b.w. were friends of mine, but somehow we lost touch. This gent was p.d. at KOLO in Reno. Name of Dave Niles. I'd like to know wha' hoppen to him and his frau. . . .

Vickie Varnum, Continuity Dir.
WINK Fort Myers, Fla.

Proof of the Product

EDITOR:

Thanks very much for sending me the proofs of ON ALL ACCOUNTS of April 25. I was flattered and honored to be the subject of this sketch and thought that the writer was most sympathetic and made the product look a lot better than it actually is.

I have been a devoted reader of B•T for a long time and find it to be a constant source of valuable information. . . .

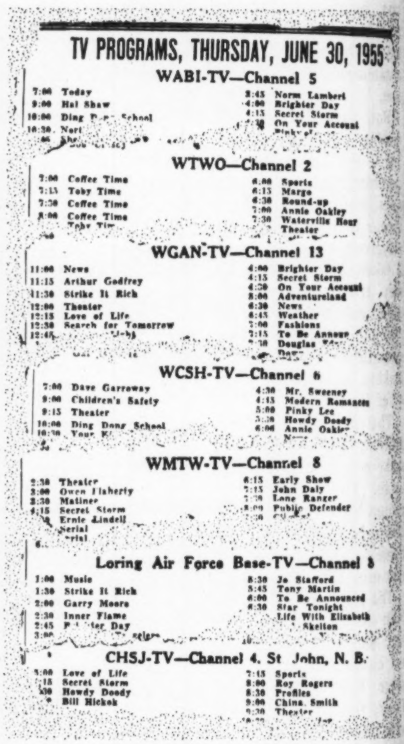
James W. Staples, Office Manager
Beaumont & Hohman, Los Angeles

Two for Eight

EDITOR:

Golly me, not only does the *Presque Isle Star* carry the complete schedule of Loring Television, so does the *Bangor Daily News.* See enclosed.

In fact, I'll bet that this is the first television newspaper listing you have ever seen which lists two stations in different cities, both operating on the same channel (Loring and Mt. Washington, both on Channel 8).



TV PROGRAMS, THURSDAY, JUNE 30, 1955

WABI-TV—Channel 5

7:00 Today
9:00 Hal Shaw
10:00 Ding D... School
10:30 Nort
3:45 Norm Lambert
4:00 Brighter Day
4:15 Secret Storm
4:30 On Your Account

WTWO—Channel 2

7:00 Coffee Time
7:15 Toby Time
7:30 Coffee Time
8:00 Coffee Time
6:00 Sports
6:15 Margo
6:30 Round-up
7:00 Annie Oakley
7:30 Waterville Hour
Theater

WGAN-TV—Channel 13

11:00 News
11:15 Arthur Godfrey
11:30 Strike It Rich
12:00 Theater
12:15 Love of Life
12:30 Search for Tomorrow
4:00 Brighter Day
4:15 Secret Storm
4:30 On Your Account
5:00 Adventureland
6:30 News
6:45 Weather
7:00 Fashions
7:15 To Be Announ
7:30 Douglas

WCSH-TV—Channel 6

7:00 Dave Garroway
9:00 Children's Safety
9:15 Theater
10:00 Ding Dong School
4:30 Mr. Sweeney
4:15 Modern Romances
5:00 Pinky Lee
5:30 Howdy Doody
6:00 Annie Oakle

WMTW-TV—Channel 8

2:30 Theater
3:00 Owen Flaherty
3:30 Matinee
4:15 Secret Storm
Ernie Lindell
Serial
6:15 Early Show
7:15 John Daly
7:30 Lone Ranger
8:00 Public Defender

Loring Air Force Base-TV—Channel 8

1:00 Music
1:30 Strike It Rich
2:00 Garry Moore
2:30 Inner Flame
2:45
5:30 Jo Stafford
5:45 Tony Martin
6:00 To Be Announced
6:30 Star Tonight
Life With Elizabeth
Skelton

CHSJ-TV—Channel 4. St John, N. B.

5:00 Love of Life
Secret Storm
Howdy Doody
Bill Hickok
7:15 Sports
8:00 Roy Rogers
8:30 Profiles
9:00 China Smith
9:30 Theater

Murray Carpenter, Pres.
WTWO (TV) Bangor, Me.

[EDITOR'S NOTE: Mr. Carpenter refers to B•T's July 4 story concerning the commercial effect of military 'morale' tv stations whose signals jump base boundaries into civilian coverage areas.]

Out of the Brush

EDITOR:

I have felt the power of B•T! The flattering article you did [OUR RESPECTS, May 2] drew letters and comment from all over the country.

To **SELL** your product **best** in Oklahoma . . .

SHOW it on Oklahoma's **Leading** TV Station* . . .

Channel 4
WKY-TV NBC ABC
OKLAHOMA CITY
©

*SOURCE: Any and every single Hooper, Pulse and A.R.B. in the past 6 years . . . area, metropolitan, recall, diary and coincidental. Check ANY TV rating of Oklahoma and it bears out WKY-TV's continuing dominance. For the latest, call your Katz Representative.

Owned and operated by THE OKLAHOMA PUBLISHING COMPANY: The Daily Oklahoman, Oklahoma City Times, The Farmer-Stockman, WKY, WSFA, WSFA-TV . . .

Represented by THE KATZ AGENCY.

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NEW YORK
Metropolitan area
effectively...

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Ballantine Beer
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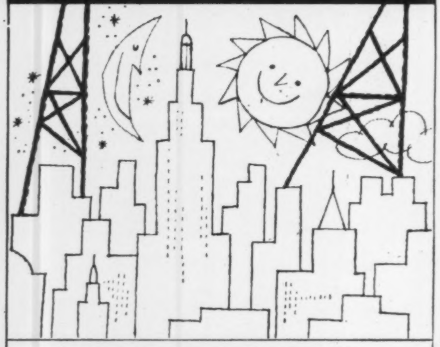
Martinson's Coffee
Shell Oil
Super Suds
Wheatena
American Airlines
Bayer Aspirin
Coca Cola
Dr. Lyon's
Good Humor
Libby's Frozen Foods
Merkel Meats
Slenderella
Herbert Tareyton
White Rock

...and many more
use one of America's **2**
GREAT independents

WINS
1010

50,000 Watts . . . 24 hours a day



WEST COAST OFFICE:
Adam J. Young, Jr. • *593 Market Street*
Los Angeles, Calif.
YUkon 6-6769

CHICAGO OFFICE:
George Clark • *360 N. Michigan Ave.*
RAndolph 6-0712

It brought people out of the brush that I had not seen or heard from for 15 years. . .

William E. Goetze, Gen. Mgr.
KFSD-AM-FM-TV San Diego

'Gun' Hits Bullseye

EDITOR:

An orchid to the writer of the "Drop That Gun" editorial in the June 27 issue.

We need more hard hitting, straight thinking talk like this from broadcasters and advertisers as well as your leadership in the industry.

Robert T. Mason, President
WMRN Marion, Ohio

[EDITOR'S NOTE: The editorial Mr. Mason liked concerned Zenith's electronic 'gun' device for tuning out commercials, switching channels, etc.]

Brains and Beauty

EDITOR:

I thought you might be interested in the enclosed picture and the following information, both of which prove that we get beauty, as well as brains, in the radio business.

Terri Janicki is my secretary and gal-Friday. In her job, Terri handles all my correspondence, appointments and detail work. In addition to that, she undertakes special servicing, merchandising, and promotion for station advertisers.

WJOB's TERRI

Obviously, these activities take brains. As proof that Terri has beauty to match mental ability, she was just chosen "Miss East Chicago of 1955" and will represent the Calumet region in the Miss Indiana contest next month.

Her boss predicts that she will be the next Miss America.

Joseph R. Fife, Coml. Mgr.
WJOB Hammond, Ind.

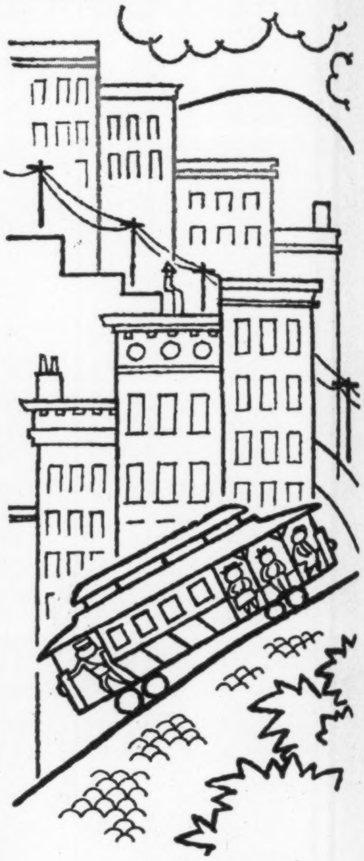
Overseas Delivery

EDITOR:

I want you to know how much I appreciate having received B•T through the recent months without the slightest reason for any complaint. No delay, no damaged copies . . . Your fine handling of distribution is supplementing excellent work done in the editorial departments . . . There are several dozens of American trade and other publications crossing my desk every week and I must say that B•T deserves an award for "Best Handling of Distribution."

Gustav Genschow, Foreign Press Service
Bremen, West Germany

to cover the
SAN FRANCISCO
Bay area...



. . . use one of
America's **2**
GREAT *independents!*

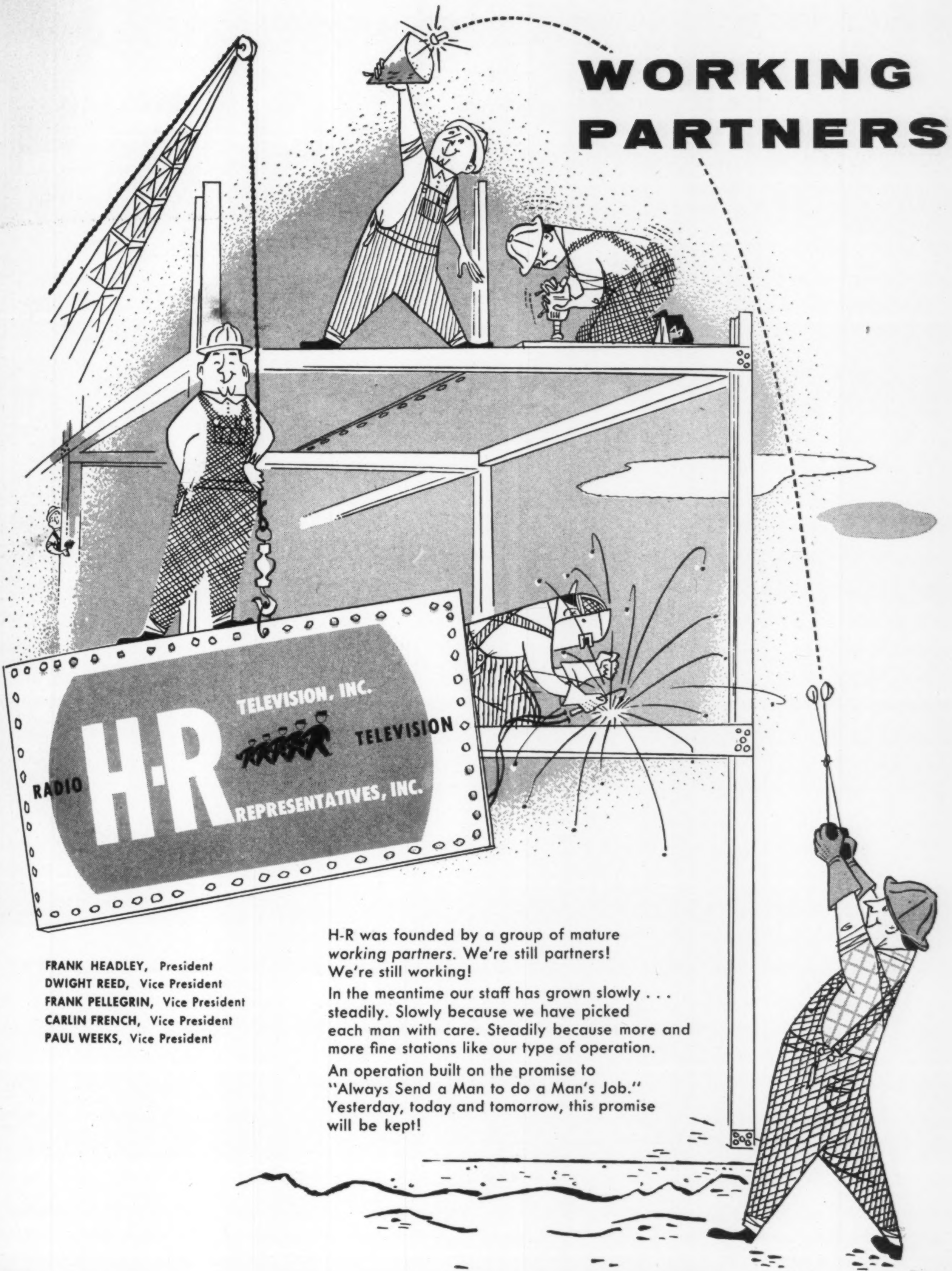
KYA

The Personality Station
. . . 1260 k. c.

NEW YORK OFFICE:
John Barry
28 West 44th St.
BRyant 9-6018-14

CHICAGO OFFICE:
George Clark
316 N. Michigan Ave.
RAndolph 6-0712

WORKING PARTNERS



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

H-R was founded by a group of mature *working partners*. We're still partners! We're still working!

In the meantime our staff has grown slowly . . . steadily. Slowly because we have picked each man with care. Steadily because more and more fine stations like our type of operation.

An operation built on the promise to "Always Send a Man to do a Man's Job." Yesterday, today and tomorrow, this promise will be kept!

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

452 Rio Grande National Bldg.
Dallas, Texas
Randolph 5149

101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
Justin 1601

RCA AMPL

RCA Ampliphase RCA

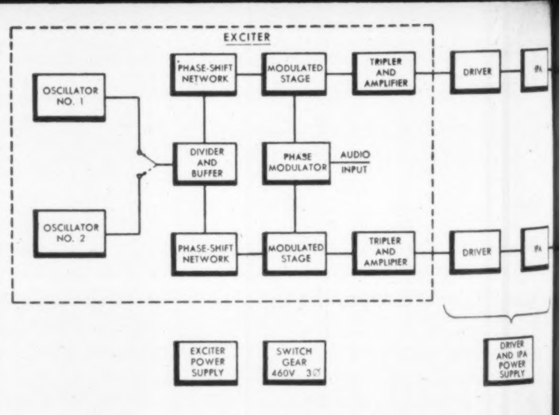
50-KW AM AIR COOLED!

New RCA 50-kilowatt AM Transmitter BTA-50G

DESIGNED WITH AMPLIPHASE MODULATION

HOW IT WORKS!

To produce phase-to-amplitude modulation in the BTA-50G, a carrier wave is developed by a common exciter. This carrier wave is then split and fed to two separate amplifier chains through phase-shift networks that establish a carrier phase difference. These two signals are controlled so that each maintains a prescribed phase relationship with the other in accordance with the intensity of modulating signal. This controlled phase relationship enables the separate 25-kilowatt amplifiers, when feeding their outputs into a combining circuit, to produce a maximum level 50-kilowatt amplitude modulated signal.


EXCITER
OSCILLATOR NO. 1
OSCILLATOR NO. 2
PHASE-SHIFT NETWORK
MODULATED STAGE
TRIPLER AND AMPLIFIER
DRIVER
IPA
DIVIDER AND BUFFER
PHASE MODULATOR
AUDIO INPUT
PHASE-SHIFT NETWORK
MODULATED STAGE
TRIPLER AND AMPLIFIER
DRIVER
IPA
EXCITER POWER SUPPLY
SWITCH GEAR 460V 3∅
DRIVER AND IPA POWER SUPPLY

SIMPLIFIED BLOCK DIAGRAM—BTA-50G TRANSMITTER

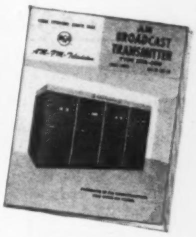
A new concept in AM Broadcasting!

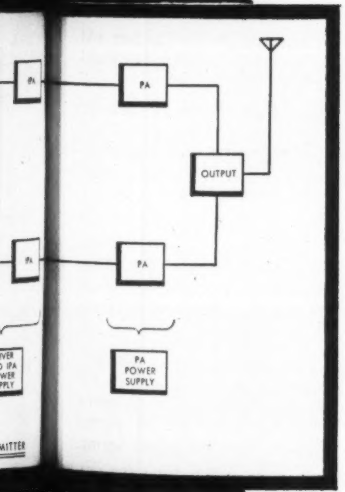
. . . introduced in RCA's revolutionary new 50-KW AM transmitter

Here is the most significant forward step in AM transmitters since RCA introduced high level modulation—an entirely new 50-KW transmitter using Ampliphase Modulation. Newest and finest in RCA's long line of distinguished AM transmitter designs, it is further proof of RCA leadership in the broadcast equipment field.

Ampliphase cuts transmitter floor space and operating costs by substantial margins. The BTA-50G is housed in four cubicles. It does away with half of present power tubes . . . along with bulky components such as modulation transformers, reactors and accessories. It requires no underfloor trenches, costly water cooling systems, external blowers. And there's no lost air-time—because the 50-KW Ampliphase is remarkably easy to install while your present transmitter is in operation. Then, in most cases, you may keep your old unit as a stand-by.

For complete technical details . . . and for information on the surprisingly low price . . . call your RCA Broadcast Sales Representative. In Canada, write RCA VICTOR Company Limited, Montreal.





FACTS ABOUT RCA'S NEW 50-KW AM

- **Takes less than 80 square feet of floor space. No underfloor trenches required.**
- **Lowest operating cost of any 50-KW AM transmitter.**
- **Half the tube cost of other 50-KW AM transmitters.**
- **Uses famous Long-Life RCA 5671 P.A. tubes.**
- **No Modulation transformer required.**
- **Completely air-cooled with internal blowers — no air intake ducts necessary.**
- **Low distortion, excellent frequency response.**
- **Splatter-free modulation provided by new Ampliphase design.**
- **Designed to permit remote-control operation.**
- **New simplified circuitry. Extremely stable operation.**

PIONEERS IN AM BROADCASTING FOR OVER 25 YEARS

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION **CAMDEN, N.J.**

33% MORE

QUARTER HOUR FIRSTS

Than All Other Stations Combined

Station	Quarter-Hour Firsts
WKBN-Radio	129
Station B	68
Station C	27
Station D	2
Station E	0
Station F	0
Ties	8

WKBN-RADIO SHARES	
Morning	38.2
Afternoon	36.6
Evening	40.0

Source: C. E. Hooper, Inc., Nov. 1954 thru March, 1955

The Only Station Completely Serving
THE
YOUNGSTOWN MARKET

WKBN
CBS-RADIO
YOUNGSTOWN, OHIO
5000 Watts·570 KC
Represented Nationally
by Paul H. Raymer Co.

our respects

to JOHN LOYOLA FITZGERALD

IN many government offices, there are "boys in the back room" who do the spade work for government officials. One such unsung group is in the FCC, where it bears the rather awesome title of The Office of Opinions & Reviews.

It has the vital job of translating FCC actions into written opinions, memoranda and orders.

The job of supervising this activity is significant. Although the Commissioners can decide how a decision should go and why, they can't sit down and write it all out in detail. And, even before the Commission makes a decision, it has to be briefed, the case has to be analyzed, the law noted and the alternatives must be squared with previous rulings and policy. That's the job for the experts.

In charge of the FCC's "back room" detail of nine attorneys, three engineers and an accountant, is a tall (6 ft., 2 in.), rangy, stoop-shouldered attorney who was known in his youth as "little Fitz."

He's John Loyola FitzGerald, who came to the FCC last November after almost 20 years in various housing and home financing agencies of the government.

A Native of Seattle

John FitzGerald is Seattle born (Dec. 10, 1908) and bred. He attended local schools and was graduated from the U. of Washington with a B.A. in 1928, and with an LL.B. in 1932. He received his LL.M. from Harvard U. in 1934. He also has an S.J.D. from Georgetown U., Washington, received in 1940.

At Georgetown, Mr. FitzGerald specialized in administrative law. One of his instructors, in radio and communciations law, was John W. (Duke) Guider, now living in New Hampshire, and president and owner of WMOU Berlin, N.H., and president and part owner of WMTW (TV) Poland Spring, Me.

There's a story about how the "little Fitz" cognomen was pinned on the now over-six-foot John FitzGerald. He started grade school in Seattle at the early age of 4½ years. Not that he was any genius, he will instantly admonish, but it was because he raised such a ruckus about wanting to go to school then.

Since he was rather advanced in letters and numbers for one so young, his mother, a schoolteacher, won the school administration's approval for him to start.

So, until he reached manhood, young John was always the smallest boy in his class and was dubbed, not without reason, as "little Fitz."

The teaching influence ran strong in his youth. He not only was reared by his schoolteacher mother (his father died when he was a toddler), but after graduating from college he taught at Skohomish, Wash., high school and for five years, from 1942 to 1947, at the U. of San Francisco (administrative law).

He began his legal career in 1934 with the Home Owners Loan Corp. in San Francisco. In 1935, he went to Washington as an attorney in the Federal Savings & Loan Insurance Corp. He moved over to the U. S. Housing Authority in 1938 as chief of briefs and opinions (very similar to the present job at the FCC). In 1942, he returned to San Francisco as regional counsel for the Public Housing Administration.

From 1947 to 1949, he was in private law practice in Los Angeles. He returned to Washington as principal land attorney, Housing & Home Finance Agency, in 1949. It was from this job that he came to the FCC.

Mr. FitzGerald considers his years with the home and housing agencies as among the most stimulating of his career. This was during the formative years of housing and home legislation when the federal government was opening up new areas in the building and housing field.

As a top legal aide, both in Washington and on the West Coast, Mr. FitzGerald participated in making and executing legal policy.

The chief of the FCC's Office of Opinions & Reviews wears horn-rimmed glasses on a rather thin face that lights up frequently in a smile. He talks in a soft drawl. There is an academic quality about him. His manner is gracious and imbued with personal warmth.

He married the former Genevieve Warren of Bellingham, Wash., in 1937. This was a college romance. They live in the Washington suburb of Silver Spring, Md., with four boys—ranging from age 3 to 15.

Mr. FitzGerald is a member of Theta Chi, Delta Theta Phi legal fraternity, and of the Washington, California and U. S. Supreme Court bars. He is a member of St. Bernadette's Roman Catholic Church in Silver Spring.

Today, he doesn't have much time for outside activities, but when he had the time he played tennis, handball and basketball. He was also active forensically—debating and dramatics. In law school he was president of his fraternity chapter and a member of the student council, representing his class.

On the air SEPTEMBER . . . 3

KTBS TV
3
ARKANSAS
KTBS-TV
SHREVEPORT
LOUISIANA
TEXAS

TOWER 1151 FEET ABOVE GROUND

You'll want to be there. It's a BILLION DOLLAR* Market.
. . . 1,029,000* people.
. . . 100,000 plus TV sets.†

ONLY KTBS-TV can put you there with MAXIMUM POWER . . .
100,000 watts VIDEO
69,800 watts AUDIO
on low . . .

CHANNEL . . . 3

*SRDS †NBC

KTBS-TV
CHANNEL 3
SHREVEPORT, LA.

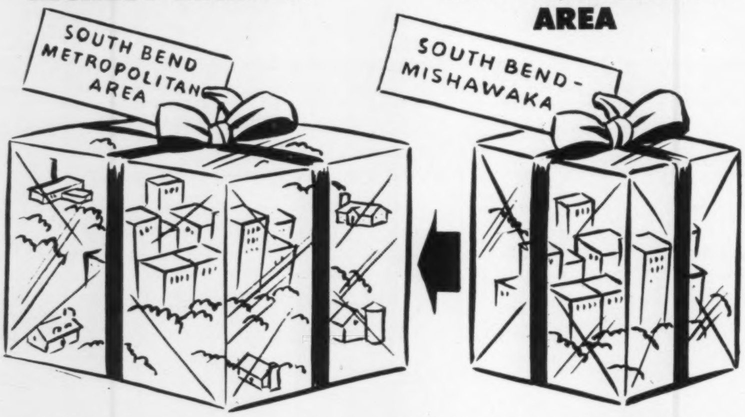
Represented by
PETRY

NBC

Dominated
by ONE Television Station!

AMERICA'S 5th RICHEST MARKET

INDIANA'S 2nd CITY CORPORATE AREA



Let's take a close look at the South Bend market. The Metropolitan Area of South Bend (population 232,000) is the Nation's 5th richest in family income. The South Bend-Mishawaka City Corporate Area is Indiana's 2nd largest in income and sales. The 9-county primary coverage area of South Bend's television station WSBT-TV has an Effective Buying Income of $1,165,630,000.00.

Lake Michigan
Michigan
WSBT-TV
PRIMARY COVERAGE AREA
Indiana

WSBT-TV DOMINATES THIS GREAT MARKET!

Hooper and Pulse show that no other station even comes close to WSBT-TV in share-of-audience. Therefore, there's only one effective way to reach the television audience of the great South Bend market—that's with WSBT-TV!

PRIMARY COVERAGE AREA: *9 Rich Counties in Northern Indiana and Southern Michigan.*

WSBT-TV
CHANNEL 34
SOUTH BEND, IND.
CBS
DuMont

A CBS BASIC OPTIONAL STATION
ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVES

WILLIAM EDWARD WARNER

on all accounts

WILLIAM EDWARD WARNER, timebuyer, Ted Bates & Co., New York, is convinced that the union of television and advertising is the most impressive liaison since Anthony and Cleopatra.

But although his reverence for tv had to wait for the establishment of the medium, his decision to enter advertising was taken when he was a child.

"I think my father was the biggest influence in my desire to enter advertising," he explained. "I remember during the depression how impressed he was with advertising people. It was his opinion that they, more than any other business group, were holding up with dignity when everyone else was panicking and going under. I've never regreted my decision to join the field."

Born in New York City in 1922, Mr. Warner was educated at New York U. where he majored in marketing. His first job was in the mail room of Pedlar & Ryan, back in 1941. He advanced there to time estimator, the position he held when he left to serve in the merchant marines. During the war he was in Europe and the Mediterranean area.

In 1945, Mr. Warner returned to civilian life and another agency, Doherty, Clifford, Steers & Shenfield. At that agency he functioned as head of the billing department where he also acted as liaison with media.

He remained with the agency until 1953 when he accepted a bid from Ted Bates Inc. as assistant timebuyer on the Brown & Williamson account.

Last February he was named a timebuyer and currently services Dromedary cake mixes and grocery store products, both participants on *Today, Home* and *Tonight* on NBC-TV; Morton frozen pot pies, Minute Maid, Snow Crop and American Sugar, all of which use television spots. American Sugar also invests in radio.

Amplifying his faith in spot tv as an advertising blockbuster, Mr. Warner observes that "spot television has helped to bring all the grocery products we serve here a long way because of the wonderful flexibility it offers the client and the tremendous impression a sight and sound demonstration can make for the viewer."

Mr. Warner is married to the former Evelyn Hammerle. They have three children, Stephen, 10, Lynn, 7, and Christopher, 3. The family lives in an apartment in Pelham Bay, New York.

Mr. Warner lists golf, baseball and tv viewing as his hobbies.

ONLY ON WBT Radio

COLOSSUS OF THE CAROLINAS

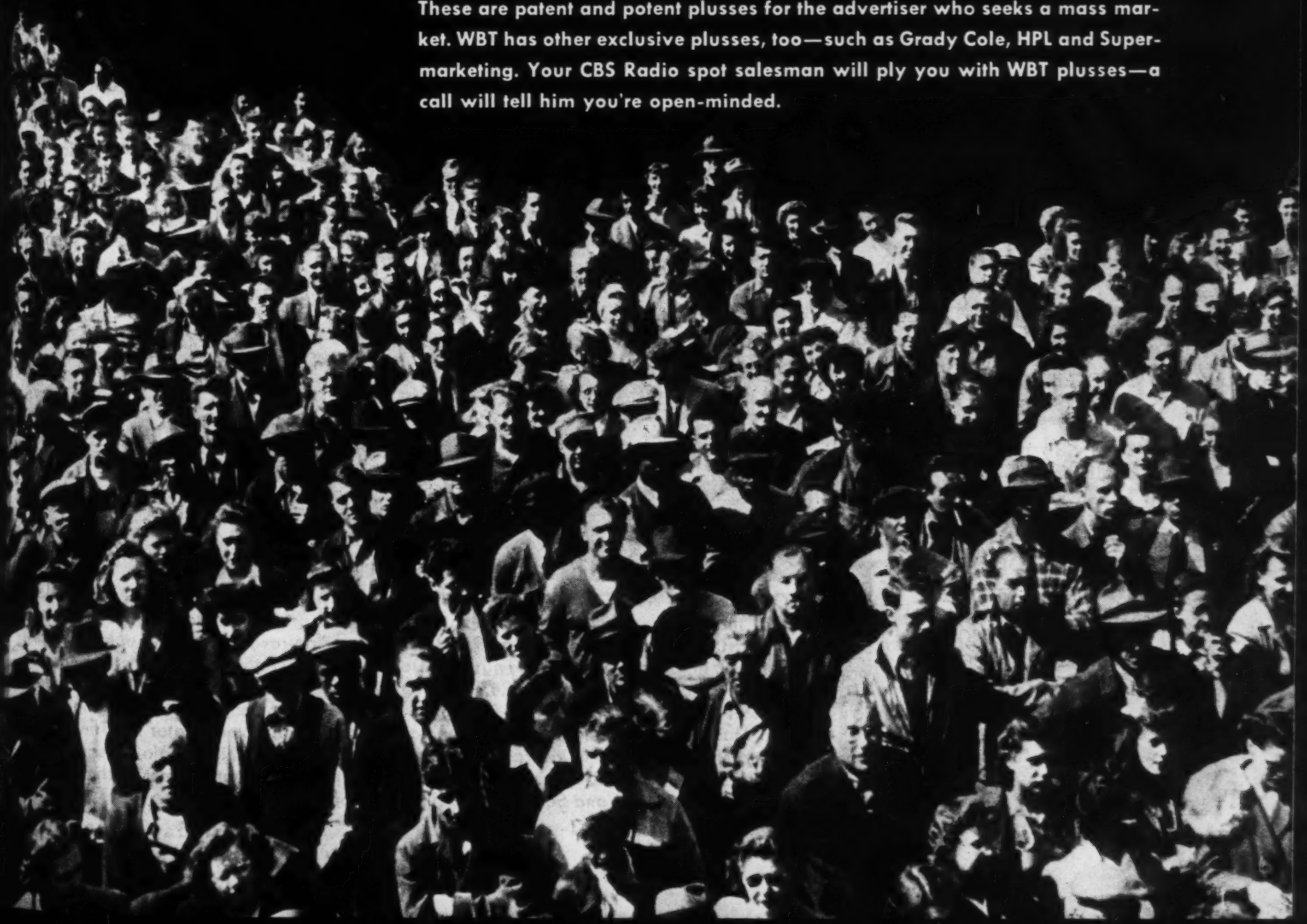
This potent plus

WBT's biggest plus—your biggest selling opportunity—is a plus of people.

There are around 2,500,000 of them in WBT's daytime basic service area. And 98% of them possess one or more radios. This works out to a plus of 22.4% over those who take *any* daily newspaper and a plus of 41.5% over those who own a TV set.

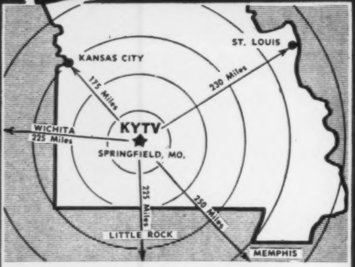
Now, in 1955, more of these people are listening to their radios than in 1954. In Charlotte, 49% of the listening, on the average, is to WBT—and WBT beats 31 outside local stations in their own home county.

These are patent and potent plusses for the advertiser who seeks a mass market. WBT has other exclusive plusses, too—such as Grady Cole, HPL and Supermarketing. Your CBS Radio spot salesman will ply you with WBT plusses—a call will tell him you're open-minded.



now
MAXIMUM
POWER
100,000
watts

KYTV
Channel 3
SPRINGFIELD, MISSOURI
NBC-ABC AFFILIATE



In the BIG
MIDDLE of a
BILLION $ $
MARKET!

283,600
FAMILIES WITH
$1,146,950,000
SPENDABLE INCOME
(Sales Management May 1954)
84,530
TELEVISION SETS IN AREA
(Television Magazine Report
March 1, 1955)

The ONE way to reach ALL
of MISSOURI'S 3RD
LARGEST MARKET!
•
R. L. STUFFLEBAM
Commercial Manager

NATIONAL REPRESENTATIVE
GEORGE P. HOLLINGBERY
NEW YORK CHICAGO
LOS ANGELES ATLANTA
SAN FRANCISCO

ORIGINATING STATION ABC
"OZARK JUBILEE"

MILESTONES

► MINNA GOTTLICH, in charge of checking dept., Compton Adv., N. Y., has celebrated her 40th anniversary with the agency.

► WPTF Raleigh, N. C., is observing its 31st year of broadcasting.

► Station Manager WALTER HAASE of WDRC Hartford, Conn., is observing his 31st anniversary with the station.

► SHURE BROS. INC., Chicago, broadcast equipment manufacturer, has observed its 30th anniversary.

► ROBERT S. KELLER, president of Robert S. Keller Inc. (radio-tv station representative), N. Y., has completed his 31st year in the broadcast field.

► WBOW Terre Haute, Ind. has celebrated its 28th year of broadcasting.

► NBC's *AMERICAN FORUM* has celebrated its 27th anniversary on radio.

► KFSD San Diego, Calif., is observing its 25th anniversary as an NBC basic affiliate.

► FORREST COOKE, program director, WHBF-TV Rock Island, Ill., has celebrated his 25th year in broadcasting.

► BRUCE DENNIS, program director at WGN Chicago, has observed his 25th year with the *Chicago Tribune* organization.

► Don McNeill's *BREAKFAST CLUB* has marked its 23d anniversary on radio.

► BILL JOYCE, WLS Chicago producer, is commemorating his 20th year in Chicago radio.

► Mutual's *HAWAII CALLS* is observing its 20th year on the air.

► CBS Radio's *GUIDING LIGHT* has entered its 19th year on the air.

► WTRY Troy, N. Y., has celebrated its 15th birthday.

► WILLIAM T. NACE, comptroller, WIP Philadelphia, has completed 14 years of service with the station.

► BERTHA PORTER, WDRC Hartford, Conn., music librarian, is marking her 10th year with the outlet.

► JOHN GIBBS, program director, marks his 10th anniversary with KQV Pittsburgh this month.

► RAY PERKINS is observing his ninth anniversary as KIMN Denver disc m.c.

► Weatherman SONNY ELIOT is celebrating his ninth year with WWJ-TV Detroit.

► WHLI Hempstead, N. Y., marks its eighth anniversary on July 22.

► WNAC-TV Boston has celebrated its seventh anniversary.

► CBS-TV's *TOAST OF THE TOWN* celebrated its seventh anniversary June 26.

► WBEN-TV Buffalo, N. Y., has marked its seventh birthday.

► WNHC-TV New Haven, Conn., has marked its seventh year of telecasting.

► WABC-TV New York's *ITALIAN FILM THEATRE* has celebrated its fifth anniversary on the air.

► KBIG Avalon, Calif., marked its fourth year on the air with a staff party for employes.

► WLW Cincinnati's *EVERYBODY'S FARM* has aired its 5,000th broadcast.

► CBS-TV's SEARCH FOR TOMORROW has marked its 1,000th broadcast.

► WWJ Detroit's *STORYLAND* has aired its 300th show.

► MERIDIAN PRODUCTIONS, Hollywood, has marked completion of the 150th segment of CBS-TV *Schlitz Playhouse of Stars* series.

FOUNDERS of WNHC-TV New Haven, Conn., Aldo DeDominicis and Pat Goode, celebrate the seventh anniversary of the ch. 8 station with present employes who were with WNHC-TV when it began on June 9, 1948. L to r: First row, Vincent DeLaurentis, vice president in charge of engineering; Mr. DeDominicis, secretary-treasurer and general manager; Mr. Goode, president; Ruth Luik, Mr. DeDominicis' secretary; Michael J. Goode, political analyst on WNHC-TV's *People's Lobby;* Frank Barron, construction engineer; Sam Mastro, office manager; back row, Larry McNamara, commentator on *The News Today;* Vincent Callanan, vice president in charge of sales; William Malo, tv salesman; Edward Taddei, executive vice president; Joseph Burns, commentator; Emery Schmidtgall, supervising engineer, and Selig Tanner, supervisor of studio engineering.

"You Get Me, Dah-ling!"

A ravishing dame, even on TV, doesn't get a second look—if you can't see her because she's got *shadows* under her eyes... Our darling is 1480 feet above sea level, and the important thing is that she's in direct line of sight of 1,382,000 families, who get *shadow-free* reception in the Bay Area's greatest concentration of population... they can see Miss KRON-TV clear as a silver belle!... She comes in *natural,* just like September Morn!... Give your sales message *shadow-free* reception, for maximum sales impact, with KRON-TV.

FIREMAN FRANK
is doing a great job on Saturday—
Ask Free & Peters
for details

San Francisco
KRON TV
AFFILIATED WITH THE S. F. CHRONICLE
AND THE NBC-TV NETWORK ON CHANNEL 4

Represented Nationally by Free & Peters, Inc.

No. 4 in the series, "What Every Time Buyer Should Know About KRON-TV"

GET YOUR SHARE OF PROFITS FROM

"THE GRANTLAND RICE STORY"

based on the number one best-seller, "The Tumult And The Shouting," and featuring one of America's best-known sports commentators,

JIMMY POWERS with guests such as Jack Dempsey, Earle Sande, Bobby Jones, Vincent Richards, Gene Tunney, and other sports immortals

For years Jimmy Powers' daily newspaper sports column has been required reading for sports-lovers of every age. Today, as the host and commentator on the Friday night boxing telecasts, Jimmy Powers is practically a "member of the family" in millions of TV homes from coast to coast.

Everybody loved Grantland Rice because "Granny" loved everybody's favorite sports! Now everybody can relive the suspense, drama and thrills of Grantland Rice's "inside" sports stories as Jimmy Powers recreates them on this stirring radio sports show.

GRANTLAND RICE
THE TUMULT AND THE SHOUTING
My Life in Sport

Here's an easy-to-sell show that's got *everything* to capture a huge audience of sports-hungry men, women and teenagers... and everything to hold them spell-bound. There are interviews with immortals like Jack Dempsey, Earle Sande, Gene Tunney... there's the recorded voice of Grantland Rice himself relating intimate stories about the immortals of sports, sidelights about great sporting events, and Granny's famous poetic tributes to great personalities and events... and there's much, much more to make this show the greatest, grandest, most gripping 15-minute sports broadcast anywhere in America!

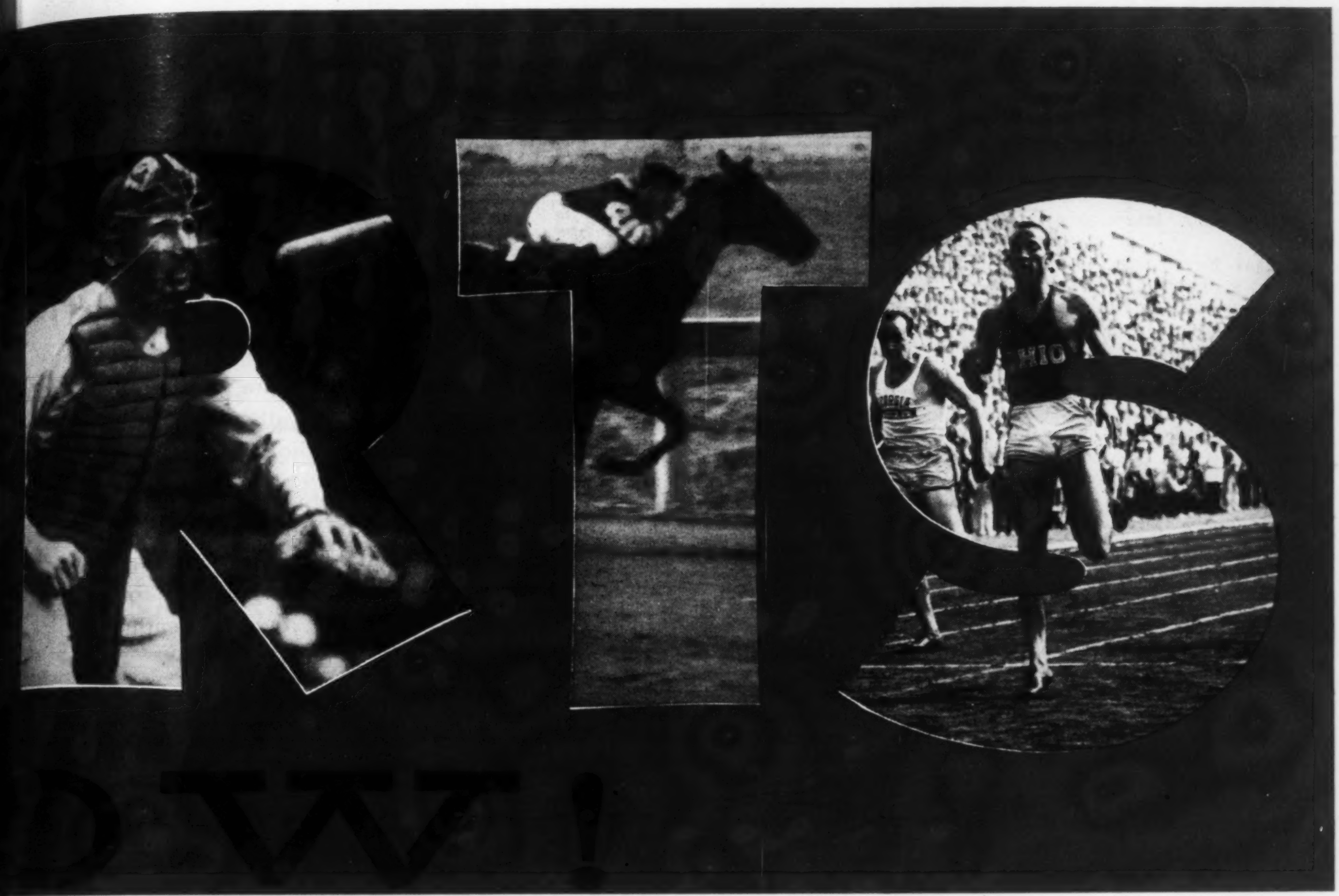
RCA

RECORDED PROGRAM SERVICES

RADIO CORPORATION OF AMERICA • RCA VICTOR RECORD DIVISION

TMKS. ® © RCA

TODAY'S MOST EXCITING RADIO



A FULLY-RECORDED, 15-MINUTE RADIO SERIES AVAILABLE FREE OF ANY EXTRA COST TO ALL RCA *Thesaurus* SUBSCRIBERS!

This history-making radio sports show—the *only* series of its kind in America—illustrates anew how RCA Thesaurus is always *first* to supply easy-to-sell programs that put subscribers out in front of competition.

Actually, this new program series is only one of eight new features that are being incorporated into RCA Thesaurus during our 20th Anniversary of this great Library Service.

Today the RCA Thesaurus Library offers subscribers its biggest, finest, most salable programming and time selling aids ever: 26 different programs, plus new fully recorded open end shows—"Shop at the Store with the Mike on the Door"—a tested campaign to promote and sell local radio time... 2,000 commercial singing jingles... complete weekly continuity service... sponsor-selling recorded sell-effects... voice tracks... sales-clinching brochures... and 52 new releases each and every month.

For complete information about The Grantland Rice Story and RCA Thesaurus, write, wire or call your nearest RCA Recorded Program Services office, (Dept. B-7) *today!*

1935
Thesaurus
PLATINUM
ANNIVERSARY
1955

ANOTHER 20TH ANNIVERSARY FEATURE FROM RCA *Thesaurus*

630 Fifth Avenue, New York 20, N. Y.—JUdson 2-5011
522 Forsyth Building, Atlanta 3, Ga.—LAmar 7703
1016 N. Sycamore Ave., Hollywood 38, Cal.—OLdfield 4-1660
445 N. Lake Shore Drive, Chicago 11, Ill.—WHitehall 4-3530
1907 McKinney Ave., Dallas 1, Tex.—RIverside 1371

Capital Gains

. . . four ways to make them

in Washington, D.C.

Alert advertisers know that it takes vital, persuasive personalities to increase product sales in the nation's capital. They know, too, that enthusiastic, ready-made audiences are a must. And they've found that WRC and WRC-TV provide that special kind of service.

The ladies, bless 'em, take their purchasing leads from Inga Rundvold — the charming young lady who conducts the women's features on WRC-TV's "Afternoon Show" weekdays from 2:00 to 3:00.

Al Ross, the easy-going, talented proprietor of WRC Radio's record show . . . "Your Timekeeper" . . . captivates young and old alike with his musical selections and informal chatter, weekday mornings from 6:15 to 9:30 and from 6:15 to 8:00 on Saturday.

Then there's versatile Willard Scott, a genial young gent who lightly mc's the popular disc jockey sessions "Twilight Tunes" on WRC Radio — 5:35-6:00 p.m. and 7:45-8:00 p.m.

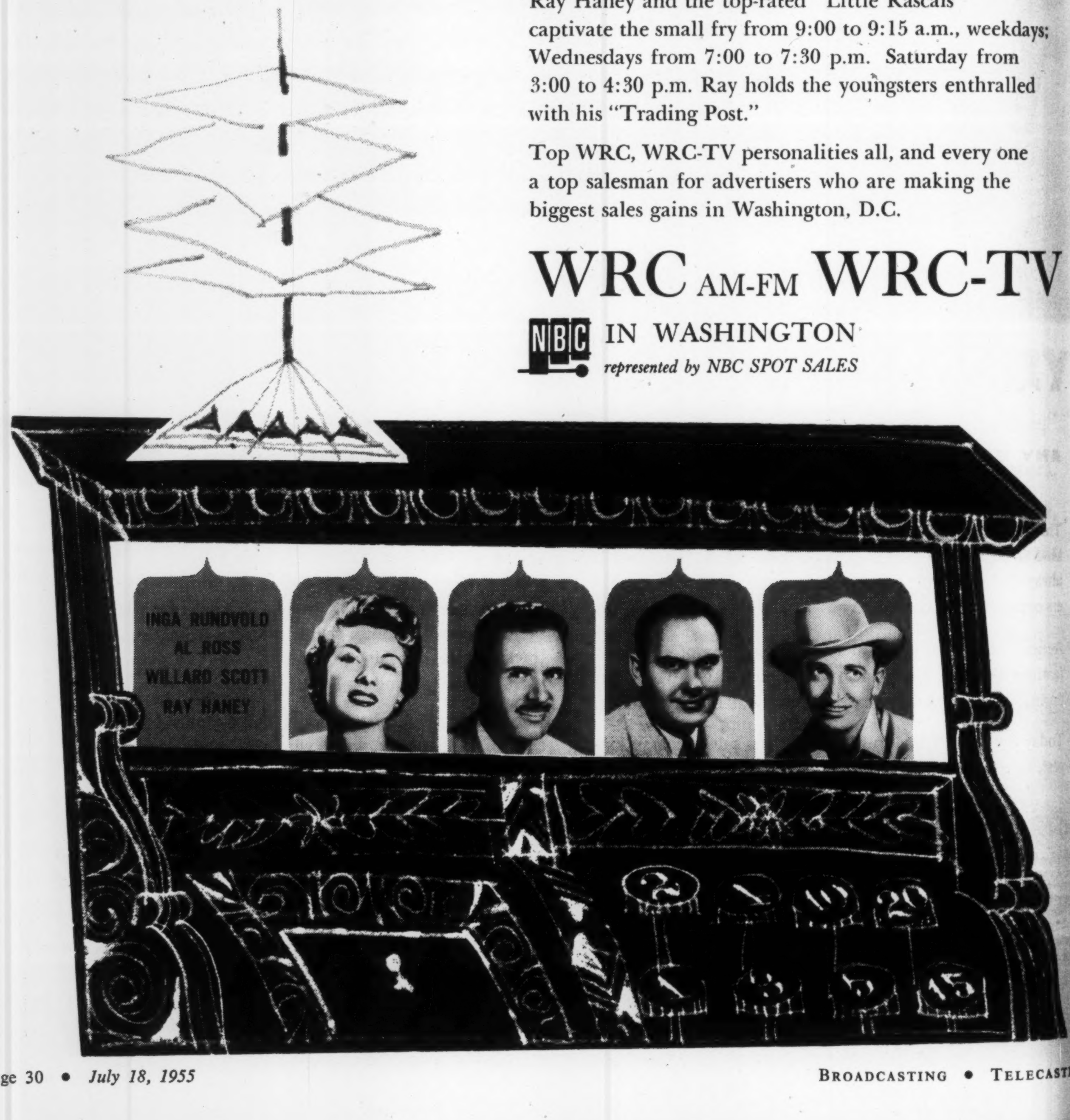
Ray Haney and the top-rated "Little Rascals" captivate the small fry from 9:00 to 9:15 a.m., weekdays; Wednesdays from 7:00 to 7:30 p.m. Saturday from 3:00 to 4:30 p.m. Ray holds the youngsters enthralled with his "Trading Post."

Top WRC, WRC-TV personalities all, and every one a top salesman for advertisers who are making the biggest sales gains in Washington, D.C.

WRC AM-FM WRC-TV

NBC IN WASHINGTON

represented by NBC SPOT SALES



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BROADCASTING TELECASTING

July 18, 1955

Vol. 49, No. 3

RADIO NETWORKS' BUSINESS SHOWS SIGNS OF FIRMING UP

- **NBC says 'Monitor' is 72% sold on average weekend**
- **CBS reports big General Foods and other radio sales**
- **MBS is on verge of selling 'Companionate Radio' plan**

WILL new patterns of radio networking reverse the downward curve of network billing?

Last week there were signs that the decline might be arrested, might even be turned into an upward trend. Here were some of them:

• Advance reports of advertiser billings on *Monitor* fired a sudden enthusiasm in NBC Radio quarters. Consequently, the network now is considering steps to extend its weekend concept of program service both in station option time on weekends and in network option time during the Monday-Friday period.

• CBS Radio disclosed a number of national advertisers turning to the medium. Among the new buys was a General Foods purchase of participations, representing alone some $300,000 in annual gross billing for the network.

• MBS since June 19 has compiled renewal business representing $2,561,000 gross billings and was about to sign its first two major advertisers which are including Mutual's "Companionate Radio" service plan, possibly adding another $1 million (see AT DEADLINE).

• ABC Radio, whose billings have steadied in the past few years, reported a status quo, its picture complicated somewhat by the decision of Swift & Co. and Quaker Oats to drop sponsorship of *Breakfast Club* [CLOSED CIRCUIT, July 4].

The new pattern of network radio buys was particularly noticeable in purchases ranging from short term saturation to the one-time special events as well as five-minute segments across-the-board and 52-week renewal contracts for quarter hours.

In addition to its expanding *Monitor* advertiser roster, NBC Radio reported the sale of *Your Nutrilite Theatre*, a new drama series to be incorporated into the *Monitor* service, to Mytinger & Casselberry, through Dan B. Miner Co., Los Angeles, and five-minute evening news segments to be programmed Monday-Friday at varied times for 52 weeks by Brown & Williamson Tobacco Corp. (Viceroy & Kools), through Ted Bates & Co.

The extension of *Monitor*—the service now runs 14 hours in network option time—actually hinges on a top echelon decision.

Reportedly, the decision may be some months in the coming. Robert Sarnoff, NBC executive vice president, is returning today (Monday) from an overseas trip. Mr. Sarnoff and NBC President Sylvester L. Weaver Jr., it was said, will be presented with the record of *Monitor*, which has been aired on a full weekend schedule since June 18.

Already the sales record of *Monitor* has far outstripped the expectations of even its most ardent rooters at NBC. In terms of gross billings for the third quarter (July through September), NBC Radio now has $1,522,600 on the books representing 1,056 gross minutes of commercial time. The service has been 72% sold out on the average. During the July 4 weekend (Saturday and Sunday) the percentage shot up to 97% sold out, a feat that is expected to be repeated on the Labor Day weekend.

At the outset, it was reported, NBC Radio executives had been conservative on the service's immediate future, practically writing off the third quarter with expectations of possibly $150,000 in gross billings in the till. Thus, *Monitor* has proved to be 10 times more effective than originally believed, it was pointed out.

Among the top advertisers underwriting *Monitor* are Philip Morris (see story, page 32), Chesebrough Mfg., Chevrolet Div. of General Motors, Western Union, Miller Brewing Co., Socony-Vacuum Oil, Morton Salt and RCA.

Reportedly, NBC Radio may extend the service, should it so decide, at a step at a time, first offering the service, with affiliate approval, in the 11 p.m.-midnight station option time Saturday, and midnight-8 a.m. Sunday and 10 p.m.-midnight that same day—these hours also are station option time.

The next step—or alternative—would be to offer the service in network option time, probably in daytime hours, during the weekdays. Reports have placed the time segment at possibly two hours, programmed either in the morning or in the afternoon.

CBS Radio, which currently has set Aug. 25 as the effective date for a change to a single rate [B•T, July 4], reported a definite upsurge.

General Foods, New York, has appropriated approximately $300,000 for CBS participations.

Other advertisers reported by CBS Radio included Hazel Bishop, Viceroy Cigarettes, Chevrolet, Reynolds Metals, Pet Milk, Kellogg Foods, Gulf Spray and Woolworth.

The largest saturation type of buy was recorded by General Foods which signed a contract with CBS Radio for sponsorship of a total of 18 broadcasts weekly on seven different daytime serials, for its Swans Down Cake Mix.

The General Foods saturation purchase includes segments of the following six daytime serials: *Backstage Wife* (three segments), *Romance of Helen Trent* (two segments), *Our Gal Sunday* (two segments), *Young Dr. Malone* (three segments), *Perry Mason* (two segments) and *Brighter Day* (three segments).

Young & Rubicam is General Foods agency.

Hazel Bishop, through Raymond Spector Co., New York, has added another radio network buy to its recent sponsorship of *Wendy Warren News* by purchasing a portion of the *Freddy Robbins* show, 3:30-4 p.m., five times weekly on CBS Radio effective Aug. 1.

Brown & Williamson Tobacco Corp., Louisville (Viceroy cigarettes), effective July 19 picks up two segments of the *Disc Derby* show which also features Freddy Robbins, Tuesdays and Saturdays at 8:30 p.m. Ted Bates & Co., New York, is the agency.

Chevrolet cars through Campbell-Ewald, New York, is turning to CBS Radio to sponsor the Aug. 14 Soap Box Derby.

Other sales: Reynolds Metals, through Buchanan & Co., New York, for a one time coverage of the Hambletonian Races, Wednesday, Aug. 3; Pet Milk, for a firm 52 week renewal contract for its participation on the Arthur Godfrey show, through the Gardner Agency, St. Louis; a 52-week renewal signed last week by Kellogg Foods, through Leo Burnett, Chicago, for its *House Party*.

At the same time, Gulf Spray recently bought an eight-week summer run of *Wendy Warren* on CBS Radio, through Young & Rubicam, and Woolworth renewed its hour-long radio show on CBS Radio for another 13 weeks.

MBS reported that its figure represented 13-week renewals by P. Lorillard & Co., through Lennen & Newell; National Biscuit Co., through Kenyon & Eckhardt; Coca-Cola Co., through D'Arcy Adv.; Billy Graham, through Walter F. Bennett & Co.; *Lutheran Hour*, through Gotham Adv.; Global Frontiers and Wings of Healing, through Century Adv. Also reported was the return to the network on Sept. 12 of Gabriel Heatter, to be sponsored three nights per week (15-minute program) by American Home Products, through Sullivan, Stauffer, Colwell & Bayles. One-shot programs included the All-Star Football Game, Aug. 12, co-sponsored by Miller Brewing Co. and Atlantic Refining Co., and the Army-Navy football game in November to be sponsored by All-State Insurance Co.

SLEEP-EZE Corp. (sleeping tablets), Long Beach, Calif., signs with CBS Radio for twice-weekly sponsorship of *Young Dr. Malone* (Mon.-Fri., 1:30-1:45 p.m. EDT). L to r: John Karol, vice president in charge of network sales, CBS Radio; M. B. Scott, president of M. B. Scott Adv., and Allan Parkinson, Sleep-Eze owner-president.

SIMS NEW COLGATE-PALMOLIVE PRESIDENT

Fills vacancy left by resignation of McConnell earlier this year. Hart elected a vice president and president of Colgate-Palmolive International.

WILLIAM LEE SIMS II, executive vice president of Colgate-Palmolive Co. and president of Colgate-Palmolive International, has been elected president of C-P, E. H. Little, chairman of the board, who will continue as chief executive officer of the company, announced last week. Ralph A. Hart, vice president of Colgate - Palmolive International in charge of European sales and advertising, has been elected vice president of the company and succeeds Mr. Sims as president of Colgate-Palmolive International.

MR. SIMS

Mr. Sims in effect fills the vacancy left by Joseph H. McConnell, who resigned the post earlier this year.

Mr. Sims joined the soap organization in 1924 as a salesman. He has headed the company's foreign operations since 1945 and has been parent company executive vice president since 1952. He became a director in 1946 and a member of the executive committee in 1953. He was manager of the company's subsidiaries in continental Europe, with headquarters in Paris. When he returned to the states in 1940, following the outbreak of World War II, he became assistant to Mr. Little, who was then president of the company.

When Colgate-Palmolive International was formed in 1953, Mr. Sims became its first president, continuing as executive vice president of the parent company.

Mr. Hart started with the Colgate-Palmolive company in 1932 as a salesman for its Canadian subsidiary in Toronto.

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

Remainder of July and August color schedules not yet announced.

NBC-TV

July 18	(7:30-7:45 p.m. EDT) *Matt Dennis,* (Also July 20, 22, 27, 29). Sustaining.
July 19	(7:30-7:45 p.m. EDT) *Vaughn Monroe Show.* (Also July 21, 26, 28). Sustaining.
July 25	(8-9:30 p.m. EDT) *Producers Showcase,* "The Fourposter," Ford through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt and Al Paul Lefton agencies.
Aug. 22	(8-9:30 p.m. EDT) *Producers Showcase,* "The King and Mrs. Candle," Ford through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton agencies.

[Note: This schedule will be corrected to press time of each issue of B•T.]

Radio-Tv to Emphasize New Philip Morris Drive

NEW national advertising campaign, with both radio and television playing lead roles has been announced by Philip Morris Inc., New York, for its Philip Morris cigarettes. The campaign, which will follow the theme, "Philip Morris . . . Gentle for Modern Taste," was developed by Roger Greene, director of advertising for the cigarette firm, and John R. Latham, Philip Morris brand manager, with Biow-Beirn-Toigo Inc., agency handling the account.

On radio, the cigarette firm has purchased the exclusive cigarette franchise on *Monitor,* NBC Radio's weekend service. The advertising theme will be aired some 14 times throughout each *Monitor* broadcast on the full NBC network.

In television, the campaign hinges on frequent spot announcements in key cities under which both the theme and the art work used in the printed media campaign will be supplemented with further detail to better suit them to television.

Philip Morris has announced that the expanded campaign follows the pattern used in a successful drive launched in Chicago June 20 using identical local media.

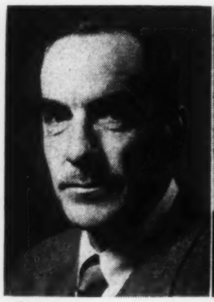
Other media which figure in the plans are newspaper space, Sunday supplements and magazines, point-of-purchase displays and billboards.

Carpenter, Macheca, O'Neill Elected D'Arcy Adv. V.P.'s

TWO CREATIVE executives and an account executive were elected vice presidents of D'Arcy Adv. Co. last week.

MR. CARPENTER

The newly-elected vice presidents are: Thomas K. Carpenter Jr., who joined the agency in 1954, and who is also copy director in the New York office; Jack Macheca, account executive for Anheuser-Busch Inc., St. Louis, who has been with the agency since 1939, and Dennis J. O'Neill, copy director in the agency's Cleveland office, who joined the firm in 1938.


MR. O'NEILL

MR. MACHECA

IRVING GOLD (seated) of Gold's Furniture & Appliance Stores, Los Angeles, contracts for the Spanish-language market of Southern California with a 52-week purchase of KWKW Pasadena's *La Hora de Oro*, a half-hour Monday-Friday program devoted to Spanish public service announcements. Also included in the pact are two additional spot announcements daily, Monday-Friday. Witnessing are Stuart Heinemann (l), general manager of Allied Adv., agency for Gold's, and Newt Yates, KWKW account executive.

Necchi Uses Closed Circuit To Launch Advertising Drive

NECCHI Sewing Machine Sales Corp. used a closed-circuit telecast to 18 cities—the first to be held in the sewing machine industry—to announce its $4 million advertising campaign for its new Necchi Supernova (the push-button cabinet model family sewing machine) on July 10.

The advertising campaign includes alternate week sponsorship of *Stop the Music* on ABC-TV, magazines, newspapers and radio.

Leon Jolson, president of Necchi-Elna Corp., demonstrated the new machine on the telecast.

Bert Parks appeared on the special telecast, explaining how the ABC-TV show acts as a "second salesman" by sending entry blanks to every dealer. To become eligible for the contest, individuals must obtain these entry blanks. When contestants appear on the program, the dealer's name and address are announced.

The telecast was handled by TNT Tele-Sessions, the business communication division of Theatre Network Television.

Grey Advertising, New York, is the agency For Necchi-Elna.

GM Buys NBC Half-Hour

GENERAL MOTORS Corp., Fisher Body Div., Detroit, has bought the 9-9:30 p.m. EDT period on NBC Radio on Aug. 2 to broadcast the 25th Fisher Body Craftsman's Guild Scholarship Awards Dinner in Detroit. Kudner Agency Inc., New York, handles the account.

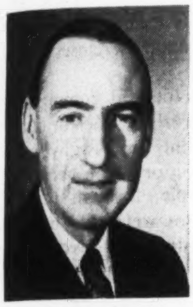
Announcement will be made at the awards dinner of the winners of $20,000 in university scholarships. James E. Goodman, head of the Fisher Body Div., will make the prize-winning awards to youngsters who have participated in the automobile body designing competition.

HARRINGTON DIES; HEADED TED BATES

Board Chairman Thomas F. Harrington, 53, succumbs to a heart attack at his summer home. He was elected to board chairmanship last April.

THOMAS F. HARRINGTON, 53, chairman of the board of Ted Bates & Co., New York, died suddenly of a heart attack at his summer home, Candlewood Isle, Conn., July 10. His home was at 1035 Park Ave., New York.

Mr. Harrington, a 36-year advertising veteran, joined Ted Bates in 1944 as vice president, account supervisor and member of its plans board. He was made a partner in the agency in 1948. He was elected to his present position as chairman of the board last April 1 when the advertising agency changed from a partnership to a corporation.



MR. HARRINGTON

For many years Mr. Harrington was in charge of all the radio and television activities of the Ted Bates agency and was widely known in show business both in New York and in Hollywood.

Mr. Harrington was born and educated in Boston. He attended Hyde Park High School, Burdette Business College and Boston U. He entered the advertising field in the Boston office of the George Batten Co. in 1919.

In 1934, Mr. Harrington joined Young & Rubicam as radio director. In 1938, he was returned to New York as vice president-director of radio for Young & Rubicam, the position he held before joining Ted Bates.

Mr. Harrington was vice chairman and a governor of the eastern region, American Assn. of Advertising Agencies. He was a member of the Candlewood Yacht Club, Ridgewood (Conn.) Country Club, and the Candlewood Isle Assn.

He is survived by his wife, the former Rose Williams; two sons, Lieut. Donald Thomas, USAF, and Richard Loring; five sisters, and two brothers.

Park Joins McCann-Erickson

GEORGE B. PARK, manager of advertising and sales promotion services for General Electric, joins McCann-Erickson, New York, as vice president and senior marketing executive on Sept. 1, Marion Harper Jr., president of the agency, announced last week.

MR. PARK

Mr. Park's duties at General Electric involved responsibility for advertising policies, practices, and program coordination of the company's 87 product departments. He also had the functional supervision of creative development, media relations and research, exhibits and trade shows and all graphic arts services.

Hot Pace in Air-Conditioning

AIR-CONDITIONING history—and media history, too—are being made by a Washington, D. C., store that believes in the power of advertising and refuses to believe that nobody buys an air-conditioner after July 1.

The store, John G. Webster Inc., 627 F St. N.W., has sold 1,500 Chrysler Airtemp air-conditioners since July 1 and plans another fortnight of promotion. Unit prices range from $249 upward. This mass movement of cooling units into Washington homes has been called the biggest sale in air-conditioning history.

Back of the sale is a multi-media campaign using saturation radio-tv spots and newspaper space, with $2,500 spent in electronic media and the same sum in white space. George C. Webster, head of the store, told B•T a recall check is being made to determine which media drew the most customers.

"Broad acceptance has been built for Chrysler Airtemp units through radio and television," Mr. Webster said. "In this specific promotion, the overall effort of multiple media improved sales greatly." He added that one advertisement and one medium would not do the job.

Nailing down the point, he added, "In planning repeat promotions we will make use of multiple media an essential part of the campaigns."

With the simple theme, "Air-Conditioning Sale," the Webster store used saturation radio-tv spots and full pages in the Sunday, July 3, *Star* and *Post*. By 11 a. m. the Webster agency, M. Belmont Ver Standig Inc., was phoning radio and tv stations, taking advantage of their ability to change copy on short notice. The new copy asked the public to wait a while because the store's large staff was loaded for days.

Even with 15 telephone operators, the store lost perhaps half the calls, with some persons saying they had been trying to get through for as long as five hours.

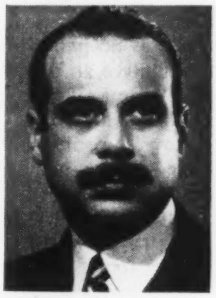
The store was open all day July 3, and July 4 as well. The second day was even busier than the first. With the store jammed, many customers decided to haul their equipment home and do their own installing. The store promised to inspect installations later.

The Airtemp sale had Washington media pretty much to itself that holiday weekend, and enjoyed a monopoly in air-conditioning promotion. The swarm of buyers had Wilson Supply Co., Airtemp distributor, scouring the country for available units. Six carloads were located. Mr. Webster is general manager of the Wilson firm.

All Airtemp dealers in the Washington area rode the buying wave, selling units as fast as they could be obtained. Dealers selling other makes enjoyed a heavy demand when they opened for business July 5 after the long weekend. The Webster store sold 1,000 units the first week.

All this a few days after the *Wall Street Journal* had carried an article indicating that air-conditioning business falls apart after July 1.

Mr. Webster, 34, took over the plumbing-heating-appliance business from his father a decade ago and has built it into one of the nation's important enterprises, particularly in the air-conditioning field. He holds masters degrees in law and engineering, plus a masters degree from Harvard Graduate School of Business Administration—and, of course, a master plumber's license.



MR. VER STANDIG

His belief in the use of multiple media is shared by Mr. Ver Standig. "In all but one of our agency's success stories (a black-and-white-only campaign) we found that sales effectiveness is increased through the use of media combinations such as radio-newspapers, radio-tv-newspapers, tv-newspapers or radio-tv with car cards," he says.

Calling his organization a "shirtsleeve marketing agency," he described operation of a 500-family consumer panel providing impact and recall measurements as well as sales data of many types.

Mr. Ver Standig has been in advertising 23 years, 10 of them as head of his own Washington agency. His billing is said to run around $1.5 million a year. Mrs. Helen Ver Standig buys radio and tv time.

The returns aren't in yet from the media check, and more July weekend sales will bring up the 1,500 total to—well, maybe 2,000, or maybe more. The follow-up advertising has been on a more modest basis than the July 3 splash.

There has been a pleasant bonus for the Webster store—hundreds of inquiries for complete home units, which run from $1,900 to $3,000.

The Webster sales staff has been spurred by quotas and prize inducements. Mr. Webster calls it a "Salesarama."

Lessons to be learned from this air-conditioning success story are obvious: Holiday weekend sales can be effective, with as many as two-thirds to three-fourths of families staying home all or part of the weekend; July is a good month to sell air-conditioners, despite some of the experts, and there's nothing like a July heat wave to get people interested in cooling their homes; good time and space is available in most media during holidays; saturation advertising is effective in radio and tv; so is combined media.

General Foods Reorganizes Sales Into Two Divisions

SALES REORGANIZATION of several operating divisions of General Foods, White Plains, N. Y., was announced last week by the company. The staff of the now eliminated GF sales division has been assigned to two newly created sales divisions.

These are the Baker-Gaines sales division which will handle products of the company's Walter Baker, Franklin Baker and Gaines divisions and the Jello-O sales division, which will sell Minute, Calumet, Certo, Sure-Jell, D-Zerta, Swans Down and Jell-O products.

C. A. Kolb has been appointed national sales manager of the Jell-O division. He previously was national sales manager of the GF sales division. Harold J. Colclough, southern region manager of the GF sales division headquartering in Atlanta, has been named national sales manager of the Baker-Gaines division.

Q: CAN TV MOVE FURNITURE?
A: IT CAN, AND THIS IS HOW

KPIX (TV) wanted to know how successful television had proved itself in selling for dealers. So it conducted a nationwide survey of stations to find out what they had learned. These are the results.

CAN TELEVISION move merchandise for retail furniture dealers?

That's a question that until recently posed a problem for which there was no immediate answer for account executives at Westinghouse-owned KPIX (TV) San Francisco. They had confidence in the ability of tv, when properly used, to move the sofa out of the show room into the viewer's home, but that didn't make the salesmen's lot in life any easier. Nor did it sell the retailer—usually a devoted newspaper advertiser—on television as a powerful sales tool.

What KPIX needed were statistics and results stories. Necessity, occasionally the mother of research as well as invention, set the wheels in motion in this case for a detailed and comprehensive survey among television stations in the U. S. to determine whether there were local furniture retailers who had conducted successful campaigns on tv. If campaigns were conducted and they were considered unsuccessful, the survey aimed to find out why.

The study, made in December 1954 and January 1955, was conducted under the supervision of Herb Bachman, director of promotion at KPIX. Mr. Bachman told B•T the survey was sparked in a conversation between a KPIX sales representative and one of San Francisco's largest furniture dealers.

"The retailer was convinced that he knew how much business he could count on from the size of his newspaper ads," Mr. Bachman said. "But he was equally sure that tv results couldn't be figured. He wasn't even certain that he could conduct a successful campaign on tv. There weren't any available answers to the questions the retailer asked so we decided on a survey of our own to find them."

The study, from the original idea to the final tabulation, was handled entirely by KPIX. The results, Mr. Bachman believes, represent an excellent cross-section on the furniture retailers' experiences with tv as reported by stations which carried their advertising messages. Questionnaires were mailed to 409 stations in operation when the study was launched. Nearly a third of that number replied—129 in all. Of the total number of responses, 100 were answers accompanied by success stories. The remaining 29 were not all tales of unprofitable television ventures. They also covered stores featuring only one furniture item and reports from stations without retail furniture advertisers.

As the accompanying tables show, the survey indicates that tv is a fine buy for furniture dealers regardless of market size or quality and type of merchandise—when it is used correctly. "The hypothesis 'can television sell retail furniture' did not turn out to be the important question at all," Mr. Bachman told B•T, "but rather, did the retailer, who understanding his market and the people who were prospective purchasers of his style and quality merchandise, adapt this knowledge to his television advertising." Mr. Bachman pointed out that to those advertisers who did, tv became a very successful means of reaching customers. Misuse of the medium—not flaws inherent in the medium itself—was responsible for the unsuccessful campaign. By way of illustration, Mr. Bachman referred to the experience of one station located in an eastern market with between 150,000 and 450,000 population.

In answer to the KPIX questionnaire, the station reported a decided lack of success in the retail furniture field but passed on the experience it had had with furniture clients in hopes it would be of use in the KPIX presentation.

WHO ANSWERED

	Number	%
Total Mailing	409	
Responses *	129	31.5
Responses with Success Stories	100	24.4

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* Includes stations which replied they did not have a furniture account on the air and specialty stores which were not included in working tables.

One capsule case history outlined by this station was fairly typical of the tv campaigns that had not worked to the client's advantage, Mr. Bachman said. A wholesale retail outlet in the station's market was interested in increasing sales on its low-priced, well-made furniture. Before the start of the tv drive the store had made little attempt to sell in quantity to retail customers. Against the advice of the station, the store went ahead with plans to display several pieces of furniture on each commercial and couple the display with hard-sell messages on a relaxed variety show. The station pointed out that hard-sell of any type had proven unsuccessful in the area. The viewers just wouldn't buy it. The station also recommended a more visually appealing line of furniture minus great floral patterns which reproduced poorly.

In spite of the admonitions of professionals, the store went ahead with the plan, expecting immediate sales results after the first spot. As the station's prediction had warned, the result was only a few scattered inquiries.

On the other hand in a market of this very same size in a different geographic area, another tv outlet reported "some rather outstanding selling successes for three local retail furniture outlets . . ." in reply to the KPIX questionnaire. In one instance, sales for a furniture outlet increased 35% during the first six months the store was on tv with a half-hour weekly film program, designed as a test campaign. This advertiser, which ultimately switched to a live program format once a week, has commented that "We have never used an advertising medium that does as complete a selling job as television. In instance after instance we have found that television advertising actually closes sales for us."

As opposed to the cluttered commercial of the unsuccessful advertiser, the furniture client using the medium successfully generally sticks to details on one item per commercial. As an example, through two tv programs 250 mattresses were sold by this advertiser. Of that number, 125 buyers were new customers at the store. The long-range effect of the two programs added up to some $12,000 in sales since many of the customers who purchased mattresses also bought other merchandise.

In the preparation of the survey, Mr. Bachman explained, two basic considerations were involved. They were length of the questionnaire and extent of the mailing of the questionnaire once its content had been established. "We considered a brief questionnaire which would tend to increase the returns and make tabulation a bit more flexible. The decision was finally made to request detailed information which would allow us to study the hows and whys of successful campaigns. Of course we also expected that a detailed questionnaire would cut down on the number of responses but I think there we missed our guess," Mr. Bachman said.

The questionnaire that was finally used asked 27 questions of the recipient covering such points as purposes of a tv campaign, methods of selecting merchandise for television, type of commercial used most frequently, price range of advertised items, type program on which commercials are aired and the degree of success attained through the campaign on television.

With a covering letter explaining the purpose of the survey, the questionnaires went out to all operating U. S. stations. "The decision for a complete mailing was made," Mr. Bachman said, "to determine the role market size played in sales action to television advertising." As the questionnaires were returned to the station, they were tabulated according to market size and according to response to each question. All questions were designed on a multiple answer format.

The complexity of the questionnaire, coupled with the detailed answers which it stimulated from stations, turned the KPIX survey into a sizable research project. The study turned up facts that all tv stations should find of value and importance.

Generally speaking, the survey shows that television is not the cause or effect of the success or failure of campaigns sponsored by furniture retailers. It is simply a means to an end. If an advertiser knows his market and plans his television advertising accordingly, responses to the KPIX survey indicate, tv can and will sell merchandise for him. "It became apparent to us from the numerous responses in the affirmative to television that the medium no longer was on trial," Mr. Bachman said. "As a new retailing medium it does a first-rate job for the furniture advertiser who puts some thought and planning into his television approach to prospective customers."

THE PRICES THEY ADVERTISE

Q: What is generally the price of advertised items?

Price Range	Responses	% of Total Responses
Under $30	21	14.5
$30-$49	31	21.4
$50-$99	42	29.0
$100 & over	51	35.1
TOTAL	145	100.0

AND THE PIECES

Q: Is advertised merchandise primarily individual items or sets?

Price Range	Responses	Items	Sets
Under $30	22	20	2
$30-$49	32	21	11
$50-$99	43	25	18
$100 & over	53	34	19
TOTAL	150	100	50
% Type Response		66.7	33.3

THE TECHNIQUES

Q: What type of commercial does the store use?

	Responses	% of Total
Live	81	57.9
Sound on film	24	17.1
Live audio over film	11	7.9
Slides (live voice)	21	15.0
Rear screen projection	2	1.4
Other (animated film)	1	.7
TOTAL	140	100.0

HOW WELL TV WORKS

Q: How successful is this store's television advertising?

	Total Stores	Extremely So	Excellent	Good	Fair	No Answer
Over 2,000,000	6	3	1	—	—	2
450,000-2,000,000	19	3	10	2	2	2
150,000-450,000	38	11	16	7	2	2
50,000-150,000	31	13	11	6	1	—
Under 50,000	6	2	4	—	—	—
TOTAL	100	32	42	15	5	6
% of total		32.0	42.0	15.0	5.0	6.0

HOW THEY MAKE THE PITCH

Q: What kind of commercial does the store use most frequently?

	Total Stores	Hard Sell #	Hard Sell %	Institutional #	Institutional %	Other #	Other %
Over 2,000,000	6 (6)	5	83.3	1	16.7	—	—
450,000-2,000,000	19 (20)	17	85.0	1	5.0	2	10.0
150,000-450,000	38 (41)	30	73.2	5	12.2	6	14.6
50,000-150,000	31 (33)	24	72.7	6	18.2	3	9.1
Under 50,000	6 (6)	4	66.6	1	16.7	1	16.7
TOTAL	100 (106)	80	75.5	15	13.2	12	11.3

NOTE: In some cases more than one answer was made. Percentages are based on total mentions (number in parenthesis) for each category and not stores.

SUCCESS OF TV ADVERTISING BY TYPE OF SCHEDULE

	Type Success					
Type Schedule	Extremely So	Excellent	Good	Fair	Unknown Type	Total Stores
Programs	22	24	6	—	1	53
Spots	3	7	4	3	—	17
Participations	3	2	1	—	1	7
Programs & Spots &/or Participations	3	7	2	2	1	15
Spots and Participations	1	2	2	—	—	5
Unknown Schedule	—	—	—	—	3	3
TOTAL STORES	32	42	15	5	6	100

Per Cent Reporting "Extremely So" or "Excellent" Results

By Type of Television Schedule

Type Schedule	Total Stores Using	"Extremely So" & "Excellent" Results	Per Cent of Total
Programs	53	46	86.8
Spots	17	10	58.8
Participations	7	5	71.4
Programs & Spots &/or Participations	15	10	66.7
Spots & Participations	5	3	60.0

THE SCHEDULES THEY BUY

Q: What type of television schedule does the store carry per week?

	Total Stores	Programs #	Programs %	Spots #	Spots %	Participations #	Participations %	Programs and Spots and/or Participations #	Programs and Spots and/or Participations %	Spots and Participations #	Spots and Participations %	Don't Know #	Don't Know %
Over 2,000,000	6	3	50.0	1	16.7	—	—	1	16.7	—	—	1	16.6
450,000-2,000,000	19	10	52.6	1	5.3	2	10.5	3	15.8	2	10.5	1	5.3
150,000-450,000	38	19	50.0	9	23.7	3	7.9	5	13.2	1	2.6	1	2.6
50,000-150,000	31	17	54.8	6	19.3	2	6.5	4	12.9	2	6.5	—	—
Under 50,000	6	4	66.7	—	—	—	—	2	33.3	—	—	—	—
TOTAL	100	53		17		7		15		5		3	
% of Total		53.0		17.0		7.0		15.0		5.0		3.0	

LATEST RATINGS

NIELSEN

Top Radio Programs Two Weeks Ending June 11

Rank	Program	Homes (000)
	Evening, Once-A-Week (Average for All Programs)	(871)
1.	Lux Radio Theatre (NBC)	2,155
2.	You Bet Your Life (NBC)	2,018
3.	Dragnet (NBC)	1,880
4.	People Are Funny (Toni) (NBC)	1,834
5.	People Are Funny (Paper-Mate) (NBC)	1,559
6.	Roy Rogers Show (NBC)	1,422
7.	Cavalcade of Sports (NBC)	1,330
8.	Two for the Money (CBS)	1,284
9.	Counter-Spy (MBS)	1,238
10.	Gunsmoke (CBS)	1,192
	Evening, Multi-Weekly (Average for All Programs)	(780)
1.	News of the World (NBC)	1,376
2.	One Man's Family (NBC)	1,376
3.	Fibber McGee & Molly (NBC)	1,192
	Weekday (Average for All Programs)	(1,284)
1.	Young Dr. Malone (CBS)	2,110
2.	Guiding Light (CBS)	2,018
3.	Ma Perkins (CBS)	2,018
4.	Our Gal, Sunday (Participating) (CBS)	1,926
5.	Perry Mason (CBS)	1,926
6.	Second Mrs. Burton (CBS)	1,880
7.	Young Widder Brown (Toni) (NBC)	1,880
8.	This Is Nora Drake (Bristol-Myers) (CBS)	1,834
9.	Helen Trent (American Home) (CBS)	1,789
10.	Road of Life (CBS)	1,743
	Day, Sunday (Average for All Programs)	(459)
1.	Woolworth Hour (CBS)	1,376
2.	Adventures of Rin Tin Tin (MBS)	1,146
3.	Old Fashioned Revival Hour (ABC)	688
	Day, Saturday (Average for All Programs)	(688)
1.	Gunsmoke (CBS)	1,422
2.	Allan Jackson-News (12:00) (CBS)	1,009
3.	Galen Drake (10:05) (CBS)	871

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VIDEODEX

Top 10 Spot Tv Shows*

June 1-7, 1955

	Name of Program	% Tv Homes	No. of Cities	No. Tv Homes (000)
1.	I Led Three Lives (Ziv)	20.9	140	6,875
2.	Liberace (Guild)	20.4	142	6,385
3.	Badge 714 (NBC Film)	19.5	145	5,104
4.	Mayor of the Town (MCA-TV)	18.3	56	3,200
5.	Ellery Queen (TPA)	17.7	48	2,221
6.	Passport to Danger (ABC Film)	17.6	44	2,084
	Man Behind the Badge (MCA-TV)	17.6	38	2,523
7.	Eddie Cantor (Ziv)	17.5	125	5,212
8.	Annie Oakley (CBS Film)	17.3	55	3,853
9.	Kit Carson	17.1	43	1,243
10.	Wild Bill Hickock (Flamingo)	16.8	137	5,717

* Appearing in a minimum of 20 markets.

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NETWORK NEW BUSINESS

American Tobacco Co. (Pall Mall cigarettes), N. Y., signs for *Pall Mall Playhouse* on ABC-TV (Wed., 8:30-9 p.m. EDT), effective July 20. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

NETWORK RENEWALS

Philco Corp., Phila., to sponsor for second straight year final hour-and-half of Miss America Pageant from Atlantic City Sept. 10 on ABC-TV (10:30-12 midnight EDT). Agency: Hutchins Adv., Phila.

Tv Diet

UNIQUE tie-in where the sponsor reaches the home audience by tv and again at its places of business has been evolved by Halls' drive-in restaurants and WKJG-TV Fort Wayne, Ind., in connection with the Jimmy Demaret golf series, sold by Sportsvision Inc. for Award Television Corp. The advertiser has arranged through Bonsib Agency there for extra prints of two shows, featuring Bob Hope and Bing Crosby, to be shown on large screens in its drive-ins on different nights.

CENTURY Food Markets of Youngstown, Ohio, signs with WFMJ-TV there for 11 half-hour shows a week, in what the station claims is the largest tv time purchase in the city's history. Approving the agreement are (l to r): seated, Norman Aron, an owner of Century Food; Mitch Stanley, WFMJ-TV manager; standing, Clark Riffle, WFMJ-TV account executive; Bill Stalker, assistant to Mr. Aron, and Warren S. Park Jr., WFMJ-TV program manager.

AGENCY APPOINTMENTS

Eastern Corp. (Atlantic bond business paper), Bangor, Me., appoints Al Paul Lefton Co., Phila., effective Sept. 1.

B. F. Goodrich retail stores, Phila., and **Lerner Markets Inc.** (food chain), Phila., appoint W. S. Roberts Inc., same city. Goodrich using radio.

E&J Gallo Winery, Modesto, Calif., has named Getschal Co., N. Y., to handle advertising in N. Y., N. J. and Conn. Heavy tv-radio planned.

Sonoma Valley Chamber of Commerce, City of Santa Rosa, Topaz Room and **Rockinar Dairies** have named Levinger Adv. Agency, Santa Rosa, Calif.

Doane Agricultural Service Inc. (agricultural management, advice, research), St. Louis, has named Gardner Adv. Co., same city. Marshall Smith is account executive.

Lowebco Inc. (do-it-yourself building materials), Chicago, has appointed M. M. Fisher Assoc., same city.

Rudd Paint & Varnish Co., Snelson's Camera Shops, Friedman's War Surplus Center, Bank & Office Equipment Co. and **Evergreen Chapter of Washington National Society of Multiple Sclerosis,** all Seattle, have appointed Leo Levine & Assoc., same city.

AGENCY SHORTS

Ted Bernstein Assoc., Allan Rock Adv., Curtis Adv. and **David J. Mendelsohn Adv.,** all N. Y., elected to League of Advertising Agencies, N. Y.

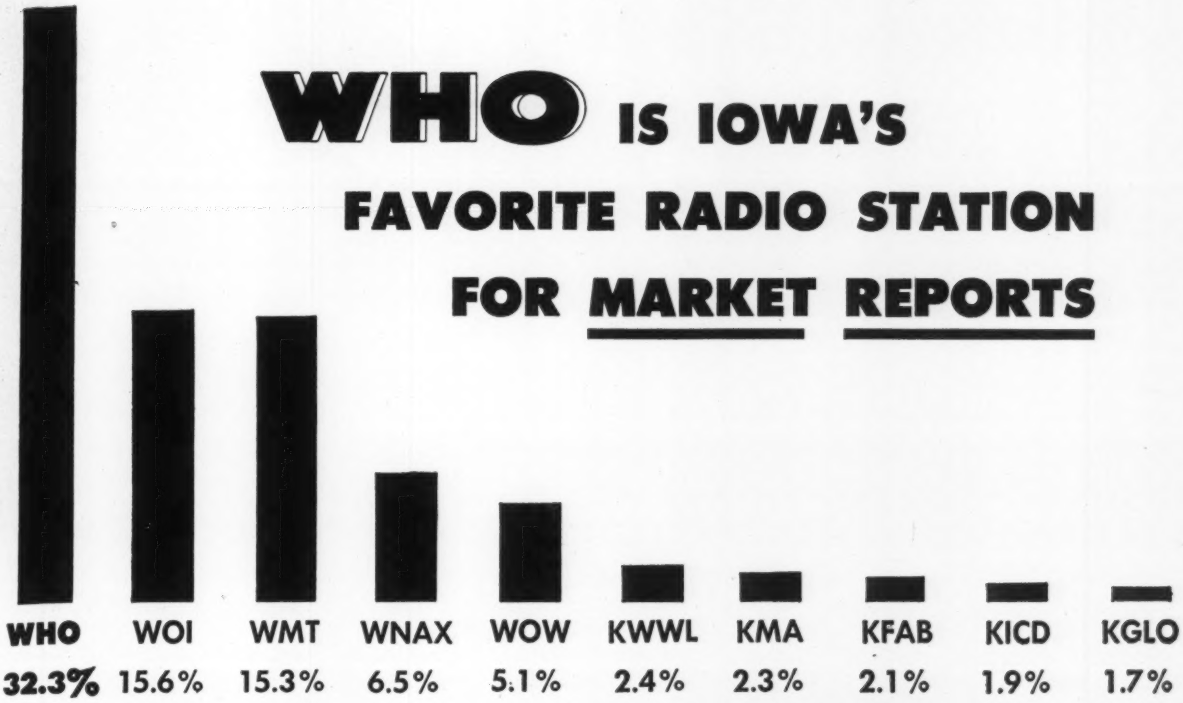
Needham, Louis & Brorby, Chicago, will move to new quarters, Prudential Bldg. off Michigan Ave., about Jan. 1.

Galen E. Broyles Co., Denver, constructing new headquarters at 200 Clayton St., containing approximately 5,000 sq. ft., scheduled for Oct. 15 completion.

Raymond Keane Adv. Inc., L. A., has moved

VOTE of confidence, as expressed by over 500 pieces of mail from listeners on behalf of *Star Reporter* on WFAA Dallas, persuaded the National Health & Life Insurance Co., Fort Worth, to resume sponsorship of the program after it was dropped for a short time. Checking the viewer response are J. Fred Jones (c), president of National Health & Life and Western Casualty Insurance Co. of Fort Worth; W. C. Woody (r), WFAA sales representative, and Jack Holmes, of the agency bearing his name. The program, sponsored by the Texas firm for 11 years, returned to the air last Monday as the *National H. & L. Reporter*.

WHO IS IOWA'S FAVORITE RADIO STATION FOR MARKET REPORTS



THIS chart is reproduced from Dr. Forest L. Whan's 1954 Iowa Radio-Television Audience Survey—one of the Nation's most respected studies of listening habits, used constantly by hundreds of leading agencies and advertisers.

Only a small part of the Survey is devoted to analyzing Iowa's various *stations* or their individual audiences. These parts do prove, however, the enormous *preference* this state gives WHO . . .

Write us or Free & Peters for your free copy. It will tell you more about where and how to advertise in Iowa, than you could learn in six months of personal travel and investigation.

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives

W-I-T-H reaches

74%

# of all Baltimore homes every week!

That's penetration for you! As the Cumulative Pulse Audience Survey shows, just about three-quarters of all the homes in Baltimore are reached weekly by W-I-T-H.

At W-I-T-H's low, low rates, W-I-T-H delivers listeners at the lowest cost-per-thousand of any advertising medium in Baltimore. Just get your Forjoe man to tell you the whole W-I-T-H story!

IN BALTIMORE THE BIG BUY IS

W-I-T-H

Tom Tinsley, President

R. C. Embry, Vice-President

Represented by Forjoe & Co.

KDKA-TV
2
KDKA-AM
1020

DUQUESNE Brewing Co. of Pittsburgh contracts for the complete home and away football schedule of the professional Pittsburgh Steelers to be broadcast by KDKA there, plus six away games to be carried by KDKA-TV. At the signing are (l to r) Harold C. Lund, general manager of KDKA-TV; Art Rooney, president of the Pittsburgh Steelers; Vic Maitland, advertising director of Duquesne Brewing Co., and Les Rawlins, general manager of KDKA. Games will be fed over a network of 33 radio and seven tv stations.

to 338-344 N. Rodeo Dr., Beverly Hills, Calif.; telephones: Crestview 4-5928, Bradshaw 2-1347.

Riker & Prince Adv. Agency, 316 Simms Bldg., Albuquerque, formed through merger of Hugh Riker Adv. and Prince-Alex Adv. Agency, with Mr. Riker and Bradford Prince, partners.

Ley & Sinclair, 420 Market St., S. F., formed by Jack Ley and F. Nat Sinclair; telephone: Garfield 1-8994.

Martin R. Klitten Co., L. A., has moved to 3670 Wilshire Blvd.; telephone remains Dunkirk 7-8395.

A&A PEOPLE

Ward B. Stevenson, public relations director, Pillsbury Mills Inc., Minneapolis, to Benton & Bowles, N. Y., as vice president in charge of public relations, effective Aug. 1.

C. Manford Grove, formerly art director, BBDO, L. A., named vice president and creative services director, Western Adv. Agency Inc., same city.

Richard J. Keegan, account executive, Bryan Houston Inc., N. Y., named vice president and account supervisor.

They Buy More *Radios*

FEATURED in an ad in *Editor & Publisher* magazine headlined "In Indianapolis they *Buy More* because they *Have More!*" was a family of three relaxing on shaded hammocks and listening to the dulcet tones of six radios.

Momma, poppa and junior each had a portable at hand. The other three were being listened to by the family pooch and a neighborly mouse and squirrel—all in hammocks.

The ad was purchased by the *Indianapolis* (Ind.) *Star* and *News* (WIRE).

Fred A. Peck, Grant Adv., Detroit, appointed vice president and art director.

Philip L. Crittenden, public relations manager, Hotpoint Co. (appliances), Chicago, named advertising and public relations manager; **David H. Grigsby,** range merchandising manager, appointed national advertising manager.

Robert T. Mills, assistant manager, advertising dept., Pennsylvania Salt Mfg. Co., Phila., named advertising manager, succeeding **Paul C. Hurley,** who has been named sales manager, firm's laundry and dry cleaning products dept.

John D. McTigue, former radio press and publicity supervisor, NBC, N. Y., to R. E. O'Leary Jr. & Assoc., N. Y., as assistant to president.

Gerald J. Kreeger, discharged from educational tv branch, U. S. Army, to Young & Rubicam, N. Y., as assistant tv director.

Henry J. Opperman, formerly with radio dept., D'Arcy Adv. Co., St. Louis, to Geoffrey Wade Adv., N. Y., as tv commercial supervisor.

Jones Hawley, account executive, BBDO, L. A., named senior account executive; **Walter Mayer,** advertising manager, fresh milk and ice cream div., Carnation Co., L. A., to BBDO, L. A., as account executive.

T. Robert Garry, former assistant merchandising and marketing director, Emil Mogul Co., N. Y., to Erwin, Wasey & Co. Ltd., L. A., as account executive.

Thomas D. Richardson, Sullivan, Stauffer, Colwell & Bayles, N. Y., to BBDO, N. Y., as account executive.

John A. Roth, account executive, Kenyon & Eckhardt, N. Y., to grocery products div., Roy S. Durstine Inc., same city, in similar capacity.

Vernon Munson, sales staff, Northrup, King & Co. (seed wholesalers), Minneapolis, promoted to assistant sales promotion and training director, succeeding **Warren Anderson,** who has been named sales promotion and training director, succeeding **Kenneth Erickson,** who has been appointed midwest div. market-advertising director, succeeding **Erwin H. Klaus,** who has been named Pacific and Intermountain divs. marketing-advertising, new market development planning and export advertising director, headquartering in Berkeley, Calif.; **John F. Herman,** Pacific div. assistant marketing-advertising director, named lawn seed dept. manager, headquartering in Minneapolis.

Harold Kirsch sells controlling stock in Leader Adv. Corp., Miami Beach, Fla., with future plans unannounced.

Ralph H. Major Jr., public relations director, BBDO, N. Y., promoted to adjunct assistant professor, dept. of journalism, Long Island U., Brooklyn, where he has been faculty instructor of public relations.

Robert J. Elenz, tv-radio writer-producer, Ruthrauff & Ryan, Chicago, to creative staff, McCann-Erickson, same city, as tv-radio writer.

William R. Kelly, account executive, Albert Frank-Guenther Law, N .Y., to eastern sales staff, Bureau of Advertising, American Newspaper Publishers Assn., N. Y.

Donald R. Cooke, president, Donald Cooke Inc., named chairman, broadcasting div., this year's Sister Elizabeth Kenny Polio Foundation fund.

Harry Bell, copy chief, BBDO, L. A., father of twin boys, Craig Culbertson and Mark Adams, June 14; **Harry Dorsey,** traffic chief, father of girl, Kim Louise, June 12.

IN WHAT is claimed as the largest football contract in the history of Alabama radio, The Texas Co. will sponsor the 1955 schedule of the U. of Alabama games over the U. of Alabama Football Network and under the exclusive direction of WBRC Birmingham and WTBC Tuscaloosa. In addition to WBRC and WTBC, the network is comprised of WSFA Montgomery; WALA Mobile; WJRD Tuscaloosa; WGAD Gadsden, and WOWL Florence. R to l (seated): J. B. Whitworth, U. of Alabama head football coach; Henry G. Crisp, university athletic director; Jeff Coleman, university secretary and director of alumni affairs; standing, Abe Glover, Texas Co. state manager, and Bert Bank WTBC general manager, representing the network.

O'NEIL SET TO BUY RKO RADIO PICTURES

Would acquire library of more than 400 films under terms of proposed $25 million contract between General Teleradio and Howard Hughes.

GENERAL TELERADIO Inc. appeared close to a deal with Howard Hughes at the weekend, with purchase of RKO Radio Pictures Corp. for $25 million involved in a plan that would give General Teleradio a library of well over 400 pictures plus two unreleased films and production facilities.

Thomas F. O'Neil, General Teleradio president, and Howard Hughes, chairman of RKO Radio Pictures, were understood to be in virtual agreement as a result of California negotiations. Mr. Hughes has been close to a sale several times in the past, however, without reaching the contract stage.

The transaction does not involve RKO Pictures Corp. or its picture producing subsidiary, RKO-Pathe Inc., controlled by Mr. Hughes and Floyd B. Odlum, it is understood. RKO-Pathe has a New York studio.

General Teleradio operates a Film Div. producing and distributing such films as "Uncommon Valor," "Gang Busters," a package of "A" feature-length films never shown on tv, 30 "A" films that have been shown on tv, "The Greatest Drama," the Fulton Lewis Jr. "Exclusive" and a library that includes animated fairy tales.

RKO Radio Pictures operates a studio in Hollywood. Its distribution unit has branches in over two dozen foreign nations. The two unreleased films are "Jet Pilot" and "The Conqueror." It is understood the proposed contract provides that General Teleradio keep the studio production operation intact. Mr. O'Neil has advocated film programming since tv's early days.

Involved in the transaction, it was said, is a $20 million tax debt of the film company that can be written off provided film production is continued.

The RKO Radio Picture catalog is said to contain many films suitable for theatre re-runs as well as tv showing.

General Teleradio owns a substantial part of MBS, with Mr. O'Neil as president. In addition he is a vice president of General Tire & Rubber Co. General Teleradio owns WOR-AM-FM-TV New York; WNAC-AM-FM-TV Boston; KHJ-AM-FM-TV Los Angeles; WHBQ-AM-TV Memphis and KFRC San Francisco. A week ago it agreed to augment its 55% of WGTH-AM-TV Hartford, Conn., by acquiring the remaining 45% from Gannett Newspapers and then to deliver all of WGTH-TV (ch. 18) to CBS [B•T, July 11] for $650,000. It has agreed to buy WEAT-AM-TV West Palm Beach, Fla. for $300,000 [B•T, July 4].

RKO Pictures stock is held by Mr. Hughes (1,262,000 shares), Mr. Odlum (1,250,000 shares) and the public (450,000 shares). The company has offered to buy stock held by the public at $6 a share, with about a fourth of the shares turned back since April of last year.

Sarnoff to Testify July 19 In 16mm Film Antitrust Case

PETITION to take deposition from Brig. Gen. David Sarnoff, NBC board chairman, as an expert in the television field, in the federal antitrust suit to force release of 16mm film print to tv and other use [B•T, June 27] has been filed with Los Angeles District Judge Harry C. Westover. The deposition hearing will be held July 19 in New York by Special Assistant Attorney General Samuel Flatow.

Attorneys for the 11 defendant theatrical motion picture production and distribution firms and six trade organizations named as co-conspirators have the right to be present at the deposition hearings.

Official to Distribute 'Willy'

OFFICIAL FILMS Inc., New York, last week acquired the distribution rights to the *Willy* tv film series from Desilu Productions, Hollywood. The addition of *Willy* raises to 11 the number of series Official films now has available for syndication. General Mills last season sponsored *Willy* over CBS-TV, and starting in September, Official Films will offer the program for syndication.

INSPECTING the set of the new tv series, *Adventures of Robin Hood,* at Nettleford Studios, Walton-on-Thames, England, are Edward G. Gerbic (l), vice president for advertising of Johnson & Johnson (toilet requisites), and J. Ward Maurer (r), advertising director of Wildroot Co. (hair preparations). The two firms will co-sponsor the series which debuts on CBS-TV Sept. 26. Richard Greene and Bernadette O'Farrell (above) are stars.

Fidelity

THEY still love Liberace in Atlanta. The Bank of Georgia, which sponsors the *Liberace Show* on WLWA (TV) Atlanta, enclosed post cards with its monthly statements to depositors, asking their opinion of the tv show. The results: 60% of respondents said they never missed the show, and 25% watched it often. Figures were released last week by Liller, Neal & Battle, Atlanta and New York, advertising agency for the Bank of Georgia. *Liberace* is a Guild Films program.

Cost of Tv Film Since '49-50 Exceeds $304 Million Mark

COST of film produced specifically for television since 1949-50 exceeds $304 million, according to Broadcasting Information Bureau's latest issue of the *Tv Film Program* directory issued last week. This sum is said to cover some 7,600 hours of tv film product that will be available this fall.

BIB reported that the 7,600 hours does not include the 3,017 hours of feature film; the 989 hours of western film; 216 hours of motion picture serials or the 11,494 hours of motion picture short subjects currently available.

It was estimated by BIB that new products to be shown during the 1955-56 season cost about $92,920,000 to be produced. According to Julienne Dupuy, editor of the directory, much of the production expense must be regained by third and fourth runs.

Elgar Making Sterling Ads In $500,000 Film Contract

PRODUCTION was launched last week in London by Peter Elgar Productions, New York, on what was described as "the largest tv film commercial contract yet awarded a single producer." It covers 109 filmed commercials for Sterling Drugs Inc. to be produced at a cost of about $500,000.

The filming will be done in England through Elgar's international affiliates in London, Tv Film Commercials Ltd. More than 200 sets and exteriors will be used in some 470 scenes, according to Peter Elgar, president of Elgar Productions.

The contract was awarded to Elgar by Dancer-Fitzgerald-Sample, New York, agency for Sterling. The commercials will be placed on a spot basis and on programs in the U. S., starting in the fall, and will promote Sterling products, including Bayer Aspirin, Philip's Milk of Magnesia, Energine cleaning fluid and Dr. Lyon's tooth powder.

Stroh Buys ABC Film Show

GEORGE T. SHUPERT, president of ABC Film Syndication Inc., New York, last week announced the multi-market sale of *Douglas Fairbanks Presents* to Stroh Brewery Co., Detroit. The series under Stroh's sponsorship will be seen in seven markets in three states. Stations involved are: WXYZ-TV Detroit; WNEM-TV Bay City; WWTV (TV) Cadillac, all Mich.; WNDU-TV South Bend; WBNS-TV Columbus; WHIZ-TV Zanesville, and WNBK (TV) Cleveland, the latter three in Ohio.

'Hunter' Film Series Bought by Tafon Co.

Health products distributor will put Official Films show into 259 markets. It's called the largest spot sale in film syndication history.

IN a transaction said to represent "the largest spot sale in syndication history," Official Films Inc. last week announced that *The Hunter* series has been sold to the Tafon Distributors Inc. of California for showing in 259 markets, starting in August. More than $1 million in time and product is involved in purchase, according to Herb Jaffe, vice president of Official Films, and George S. Johnston of the Tafon Co. [At Deadline, July 11].

The series will be utilized by Tafon for a national "saturation" campaign for various health products it distributes. The company has used tv successfully in the past, having sponsored wrestling bouts from Hollywood in some 200 markets, but coverage of *The Hunter* is said to be the most extensive in the company's advertising history.

Negotiations for the transaction were conducted by Herman Rush, vice president of Official; Frank Miller, president of Frank Miller Advertising, Los Angeles, representing the client, and Mr. Johnston.

Official recently acquired the filmed series from the R. J. Reynolds Tobacco Co. in negotiations conducted with the William Esty Co., agency for Reynolds. It was sponsored by Reynolds (Winston Cigarettes) on NBC-TV. A spokesman for Official Films said the series will be "first run" in many markets, and second run in others.

FILM SALES

Bowman Biscuit Co., Denver, is first advertiser to sponsor MCA-TV's new series, *Dr. Hudson's Secret Journal,* signing for 17 markets in West and Southwest, through Ball & Davidson, Denver. Firm will sponsor series in Denver, Colorado Springs, Grand Junction, Colo.; Cheyenne, Wyo.; El Paso, Dallas, Austin, Amarillo, Wichita Falls, Waco, Lubbock, Abilene, San Antonio, Tyler, Midland, Tex.; Albuquerque, Roswell, N. M.

FILM PRODUCTION

Family Films Inc., Hollywood, will produce half-hour film, *Recruits for Christ,* at KTTV (TV) Hollywood studios for Southern Baptist Convention, directed by William F. Claxton. Film, designed to interest young people in foreign mission service as vocation, will be released to all denominations.

American Management Assn. has released 50-minute, 16mm black-and-white sound film based on closed-circuit telecast of actual union-management contract bargaining session between International Brotherhood of Paper Makers (AFL) and Rogers Corp. (plastic, fibrous materials), Rogers, Conn.

Filmaster Productions Inc., Hollywood, signed by Producer-Director Charles Marquis Warren to film CBS-TV *Gunsmoke,* which will be sponsored by Liggett & Myers Tobacco Co. this fall. Filmaster has taken space at California Studios for filming of interiors with exteriors scheduled to be shot at Placeritas Ranch, Newhall, Calif.

Studio City Television Productions Inc., North Hollywood, started shooting first two half-hour films in *The Adventures of Dr. Fu Manchu,* based on Sax Rohmer novels. Associate Producer Franklin Adreon is director. Permanent cast includes Glen Gordon in title role; Lester Matthews, "Sir Dennis Nayland Smith;" Clark Howat, "Dr. Petrie" Carla Balenda, "Betty Leonard."

Mark Stevens Television Productions Inc. in new contract with Lever Bros, N. Y., will make films for second consecutive season for *Big Town* series on NBC-TV. Show moves from Wednesday 10:30-11 p.m. EST period to Tuesday same time, effective Oct. 11. Series goes into production in about five weeks. Mark Stevens, star of program, also will produce and direct series. Lever Bros., through Sullivan, Stauffer, Colwell & Bayles, for Lifebuoy Soap, Rinso Blue and Good Luck margarine sponsors the show on alternate weeks with A. C. Spark Plug Div. of General Motors Corp., Detroit, through D. P. Brother & Co., Detroit.

D.P.M. Productions has produced in cooperation with French Government Tourist Office 13½-minute film "Holiday in France," first in series covering scenic and historical attractions of France and customs of people, available on loan free from Films of Nations, 62 W. 45th St., N. Y., or French Government Tourist Office, 610 5th Ave., N. Y. 20.

Transfilm Inc., N. Y., has completed series of tv spot announcements for General Motors Corp., Cadillac Div., Detroit, through MacManus, John & Adams, Detroit; R. J. Reynolds Tobacco Co. (Camel cigarettes), Winston-Salem, N. C. through William Esty Co., N. Y.; General Electric Co. (radio-tv sets), Schenectady, N. Y., through Maxon Inc., N. Y.; P. Lorillard Co. (tobacco), N. Y., through Lennen & Newell, N. Y.; General Mills (Betty Crocker cake mixes), Minneapolis, through BBDO, N. Y.

Bermuda Film Productions Ltd. has started production in Bermuda on first 39 episodes of NBC Film Div.'s new half-hour tv film series, *Crunch and Des,* based on Philip Wylie's popular series of short stories, many of which have appeared in *Saturday Evening Post* over past 16 years. Series being filmed by RKO-Pathe Inc.

Emerson Films Inc., Chicago, has completed first three half-hour shows of *Forest Ranger* tv film series. Walter Colmes, Emerson president, is director with Reinald Werrenrath Jr., producer. Series will be distributed by Studio City Television Productions, Hollywood.

RANDOM SHOTS

MCA-TV Film Exchange, Chicago, has doubled amount of its floor space with acquisition of 5,000 ft. of space.

Gannaway-Ver Halen Inc., L. A., has signed seven-year contract with Faron Young Inc. to star Faron Young in dramatic radio-tv series, *The Young Sheriff,* pilot film of which is now in production.

FILM PEOPLE

Sam White, former producer-director, Columbia Pictures, Hollywood, to TCF Television Productions Inc., same city, as producer, *My Friend Flicka* tv film series; **Peter Packer,** tv-movie writer, to TCF as associate producer, unnamed hour-long CBS-TV General Electric anthology series.

Larry Stewart, former dialogue director for Columbia Pictures producer Sam Katzman, to Screen Gems Inc., Hollywood, as assistant casting director.

— *PROGRAM SERVICES* —

Grid Games for Theatre Tv

PLANS to offer two Notre Dame football games this fall for public service sponsorship on large-screen theatre tv in 29 selected midwest and eastern cities were announced last week by Box Office Television Inc., New York. BOTV also is offering the games to theatres on a box office basis as well. Games are the Notre Dame-Navy contest Oct. 29 and the Notre Dame-Iowa game Nov. 19.

Seeks Higher Rates

PALM SPRINGS (Calif.) Community Tv System, a subsidiary of Paramount Pictures, is increasing its service rates 40% with the consent of the city council.

The yearly rate for residences jumps from its present $60 to a new high of $84. The same increase applies to trailer park spaces and hotel rooms. Charges for facilities in hotel lobbies, restaurants and cocktail bars rise from $120 to $168.

SESAC's Poklitar Resigns

E. DUKE POKLITAR, head of SESAC Inc.'s licensing department dealing with motion picture studios, phonograph record companies and transcription firms, has announced his resignation, effective today (Monday). Mr. Poklitar, who had been with SESAC since 1947, said he plans to be active in independent music copyright research.

PROGRAM SERVICE SHORTS

Columbia Records, Bridgeport, Conn., has new price schedule in effect for long playing discs with all Columbia Masterworks 12-in. long playing records having suggested retail list price of $4.98 each with exception of small special list including records with varied prices starting at $5.95. Price change also affects 50 best-selling Masterworks which will be transferred to popular catalog series with suggested price of $3.95 per record. New price policy is based on study of dealers' pricing problems over past six months.

Muzak Corp., N. Y., has had building it's tenanted since April 1, 1936, named in its honor, Muzak Bldg., 229 4th Ave.

— *PROFESSIONAL SERVICES* —

PROFESSIONAL SERVICE SHORTS

Teen-Age Survey Inc., N. Y., has announced addition of WRCA, WOR, WINS, WMGM, WQXR and Columbia Records Inc., all N. Y., to list of subscribers for quarterly metropolitan area survey on teenagers' preferences in radio, tv and music.

PROFESSIONAL SERVICE PEOPLE

Wayne Clark, account executive, Ettinger Co. (public relations), L. A., appointed vice president.

Jo Dickie, former western radio-tv liaison, American Cancer Society and radio-tv director, Los Angeles chapter, and **Paulette Stockler,** independent publicist, form public relations firm with offices at 8535 Sunset Blvd.; telephone: Bradshaw 2-7292.

Wellington (Duke) Wales, reporter and rewriteman, *Boston Herald,* named United Press news representative, N. Y.-New England area.

Lawrence R. Eno and **Murray Cohen** to Rosenman, Goldmark, Colin & Kaye (law), N. Y.

KENEHAN HEADS FCC BROADCAST BUREAU

Dark horse gets nod to succeed Curtis Plummer in FCC job. James E. Barr named assistant chief of division.

APPOINTMENT of Edward F. Kenehan, 42-year-old attorney, to be chief of the FCC's Broadcast Bureau was announced last week.

Named as Broadcast Bureau assistant chief was James E. Barr, engineer head of the Bureau's Broadcast Facilities Division.

Bureau chief Curtis B. Plummer and assistant chief Joseph M. Kittner were transferred to the first and second posts of the Safety & Special Services Bureau.

All appointments are effective Aug. 1.

Mr. Kenehan becomes the Broadcast Bureau's second chief. The bureau was established in 1951 when the Commission revamped its organizational blueprint into functional bureaus.

At a news conference last week, Mr. Kenehan said he contemplated no changes within the bureau. "Most of the men have been there a pretty long time," he said, "and they know their jobs."

He declined to discuss such pending broadcast subjects as de-intermixture, the Lamb case and others. "Wait until I've been in the job for a while," he asked.

One of the first things he will have to face up to, he pointed out, was the naming of three division chiefs. These are the Hearing Division, Broadcast Facilities Division, and the Renewals & Transfers Division. Robert J. Rawson, assistant chief, has been acting chief of hearings; no successor was ever named for Walter R. Powell, who resigned a year ago to join the legal staff of NARTB. Mr. Barr, of course, was chief of Broadcast Facilities.

Unmentioned in past speculation for the post —it had been an open secret over the past few months that a new Broadcast Bureau chief was under consideration—Mr. Kenehan steps into the number one broadcast staff job from a nominal position as an attorney in the litigation division of the Office of the FCC's General Counsel.

He moves up to the $12,900 position from his present $9,000 category. The White House has asked Congress to increase pay scales for top level agency staff jobs to $15,000.

Mr. Kenehan was chief of the New & Changed Facilities Branch (am) in the old FCC Law Bureau, leaving in 1948 to become associated with the Washington law firm of Welch, Mott & Morgan. He joined RCA as an attorney in the Engineering Products Division in 1951, returning to the FCC in February of this year.

When Mr. Kenehan was with the FCC in the immediate postwar years, FCC Comr. Rosel H. Hyde was the Commission's general counsel and head of the Law Bureau.

Mr. Kenehan is a native of Carlinville, Ill., and a Republican. He received his bachelor's and law degrees from the U. of Illinois in 1938, did graduate work in law at the U. of Michigan in 1938-39. He practiced law in Carlinville and in 1940 was appointed assistant state's attorney for Macoupin County, Ill. He also taught at the U. of Missouri Law School.

During World War II, he served in the Army in the United States and the Philippines. He was mustered out as a major, and joined the FCC in 1946.

In 1947, Mr. Kenehan was named as one of the original group of FCC hearing examiners. However, he immediately resigned this position to accept the job of heading the broadcast facilities group in the then Law Bureau.

Others Mentioned

Among those who had been mentioned for the Broadcast Bureau post were Christian E. Rogers Jr., engineering assistant to FCC Chairman George C. McConnaughey; William Campbell, engineering assistant to FCC Comr. Robert E. Lee; John L. FitzGerald, chief of Opinions & Reviews, and Mr. Barr.

It was understood that the FCC vote on the appointment of Mr. Kenehan was not unanimous.

Mr. Barr, a Fort Worth native who became a ham operator at the age of 14, has been in charge of the broadcast application processing staff since 1951. He attended Georgia Institute of Technology and Southern Methodist U. After several years as a Southwestern Bell lineman, cable splicer and outdoor construction engineer, he joined Southwest Broadcast Co. (comprising a number of radio stations, with headquarters at the then KTAT Fort Worth). He became an FCC inspector in 1938, serving as a ship inspector in New York City at first and then transferring in 1940 to Washington.

He has attended a number of international radio conventions, including the preliminary North American Radio Broadcast Agreement conference in Havana in 1947 and working on the main conferences in Montreal, Havana and Washington in 1949.

Mr. Plummer, who was one of the architects of the FCC's tv allocation in the 1952 Sixth Report & Order, has been active in tv engineering since the 1945 allocation hearing. Before being made Broadcast Bureau chief in 1951, he was chief engineer of the FCC.

Under Mr. Plummer the Broadcast Bureau handled the vast complexities of the tv freeze—the end of which resulted in the addition of the uhf band for tv broadcasting and color tv—and the myriad applications for tv stations, including an unprecedented number of comparative hearing cases for grants.

He leaves the bureau struggling with the economic plight of uhf stations and the question of de-intermixture.

Mr. Plummer is succeeding Col. Edwin L. White as head of Safety & Special Services Bureau. Col. White has retired from government service.

Still unsettled was the future of Lester W. Spillane, assistant chief of the Safety & Special Services Bureau.

Mr. Kittner was assistant to FCC General Counsel Benedict P. Cottone before being named Broadcast Bureau assistant chief in 1951. His most recent activity has been in connection with the Lamb case, where he took over as Commission counsel following the resignation of Mr. Powell.

The Safety & Special Services Bureau handles all radio communications activities other than broadcasting and common carrier. These include police and fire, maritime, taxicab, citizen's radio and industrial activities.

Edward Kenehan

EDWARD FELIX KENEHAN was born March 1913 in Carlinville, Ill.

Education: U. of Illinois, A.B. and LL.B., 1938; U. of Michigan, Graduate Fellow in legal research, 1938-39.

MR. KENEHAN

Experience: Practiced law in Carlinville. Taught at U. of Missouri Law School. In 1940 was appointed Assistant State's Attorney of Macoupin County, Ill. Entered Army in 1942, served in U. S. and in Philippines, returning to civilian life as a major. Joined FCC as attorney and made chief, New & Changed Facilities Branch (am), Broadcast Division, Law Bureau, March 1946 to December 1948. Joined Washington law firm of Welch, Mott & Morgan in 1948. Became an attorney in Engineering Products Division, RCA, in 1951. Returned to FCC as attorney in litigation division of Office of General Counsel in February of this year.

Personal: Is married to former Pauline Ritchey of Altoona, Pa. They have girl 10 and boy 4½. Is member of Illinois, District of Columbia and U. S. Supreme Court bars. Also of Federal Communications Bar Assn., American Legion and Knights of Columbus. Member of Kenwood Country Club, Bethesda, Md.

James Barr

JAMES EARL BARR was born in Fort Worth, Tex., in 1907.

Education: Georgia Institute of Technology; Southern Methodist U.

MR. BARR

Experience: Southwestern Bell Telephone Co. (lineman, cable splicer, general outdoor construction). Southwest Broadcast Co. (headquartering at then KTAT Fort Worth), 1934. FCC inspector, New York City, 1938. Broadacst division, Engineering Dept., FCC, 1945; chief, aural facilities division, Broadcast Bureau, 1951; chief, broadcast facilities division (am, fm and tv), Broadcast Bureau, 1953.

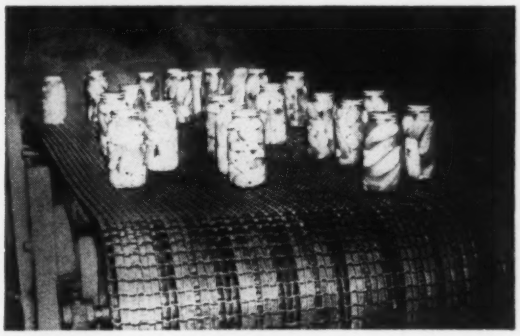
Personal: Obtained amateur radio license at age 14. Married to former Maxine Hamilton of Fort Worth. Two children, 8 and 4. Lives in Silver Spring, Md.

Gordon Gray Sworn In

GORDON GRAY, president of U. of North Carolina, took office Thursday as Assistant Secretary of Defense for International Security Affairs. He succeeded H. Struve Hensel in the office which deals with foreign military aid programs, and will be on leave from his university post. He has held a number of top-level assignments in recent years and is president of WSJS-AM-TV Winston-Salem, N. C.

Only STEEL can do so many jobs so well

Fresh Air Design. That startling building is a *parking* garage. The walls are made from over 11 miles of USS Stainless Steel strand, held tight under 1000 lbs. tension with American Quality Springs. The strand prevents cars from rolling overboard, and makes this garage one of the most beautiful buildings in Chicago.



Hot Pickles. Those bottled pickles are taking their last ride on a USS Cyclone flat wire conveyor belt. Notice the open mesh that allows heat and steam to escape. Cyclone makes all types of conveyor belts, including types that can actually curve and go around sharp corners.

Tomorrow's Sirloin Steak needs a square meal today. In the South, many farmers treat their pastures with USS Basic Slag—a high phosphorus, high-lime by-product of U.S. Steel's southern steel-making process. Basic Slag encourages the growth of thick, rich pasture grass.

Portable Steam. It's actually a steam radiator, but you can move it to any room and plug it into any wall socket for fast, even fume-free heat. The radiator is made entirely from USS Steel. As a result, the unit is light and strong; and it heats up 4 times faster than a comparable heavyweight iron radiator.

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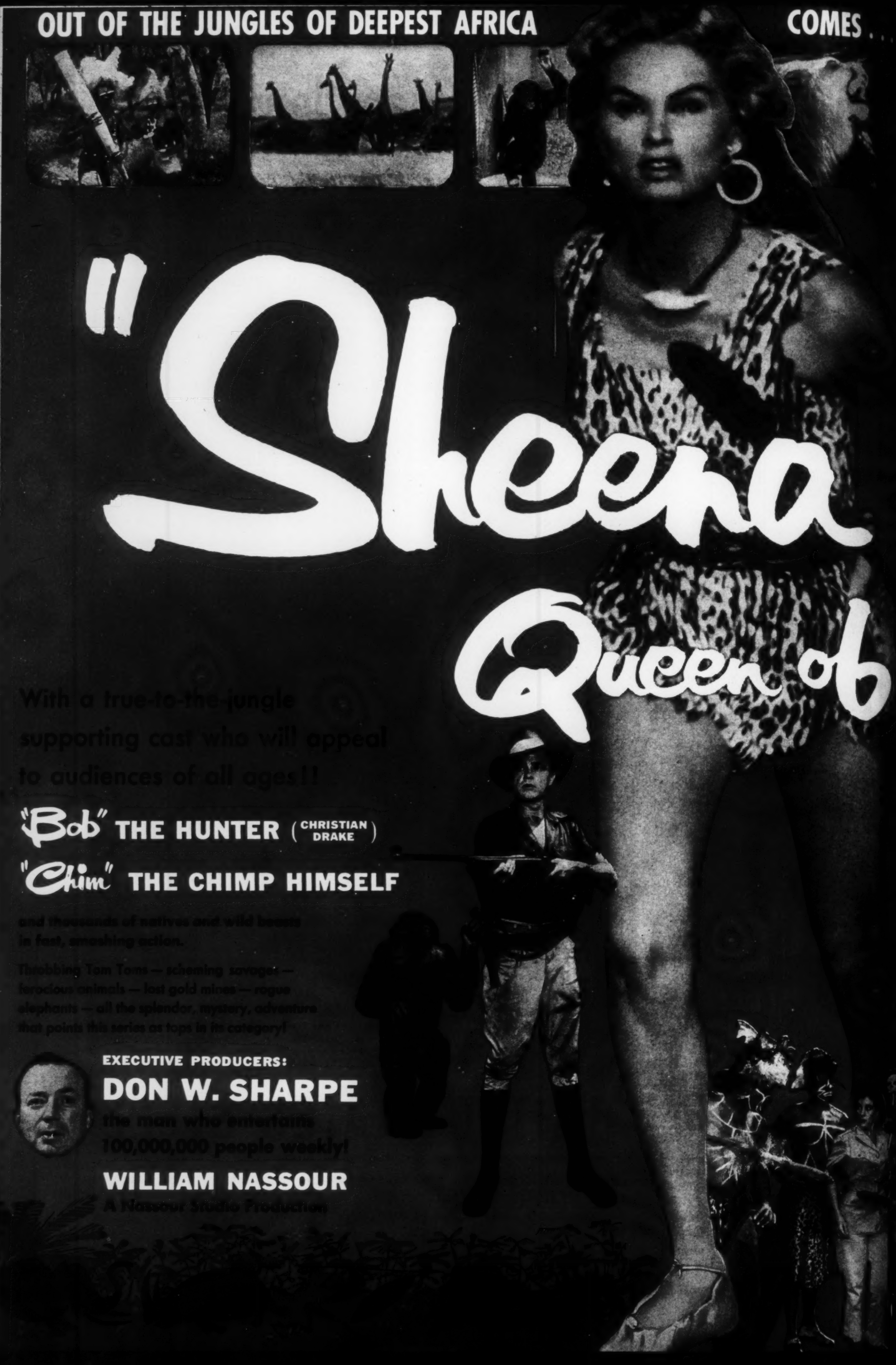

OUT OF THE JUNGLES OF DEEPEST AFRICA COMES . . .

"Sheena Queen of

With a true-to-the-jungle supporting cast who will appeal to audiences of all ages!!

"Bob" THE HUNTER (CHRISTIAN DRAKE)

"Chim" THE CHIMP HIMSELF

and thousands of natives and wild beasts in fast, smashing action.

Throbbing Tom Toms — scheming savages — ferocious animals — lost gold mines — rogue elephants — all the splendor, mystery, adventure that points this series as tops in its category!

EXECUTIVE PRODUCERS:

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the man who entertains 100,000,000 people weekly!

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THE MOST EXCITING, THE MOST THRILLING, *new* TELEVISION SERIES

Audience-thrilling action in every half hour episode

SHEENA outwits the ivory smugglers!

SHEENA captures the dangerous leopard men's chief!

SHEENA finds the stolen idol's eye!

SHEENA traps a renegade native!

SHEENA matches her jungle skill against a rogue elephant!

and many more spine-tingling action plots

***NEVER BEFORE** A SERIES WITH SUCH ... • AMAZING AUDIENCE APPEAL... SPINE-TINGLING STORIES... • POWERFUL MERCHANDISING... • COMPELLING CONSUMER CONTEST...*

"SHEENA, Queen of the Jungle" is a "NATURAL" for every product a family wants to EAT... DRINK...PLAY WITH...WEAR...

for everything a FAMILY NEEDS!

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Starring IRISH McCALLA

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REACH NEW SALES RECORDS IN EVERY MARKET!

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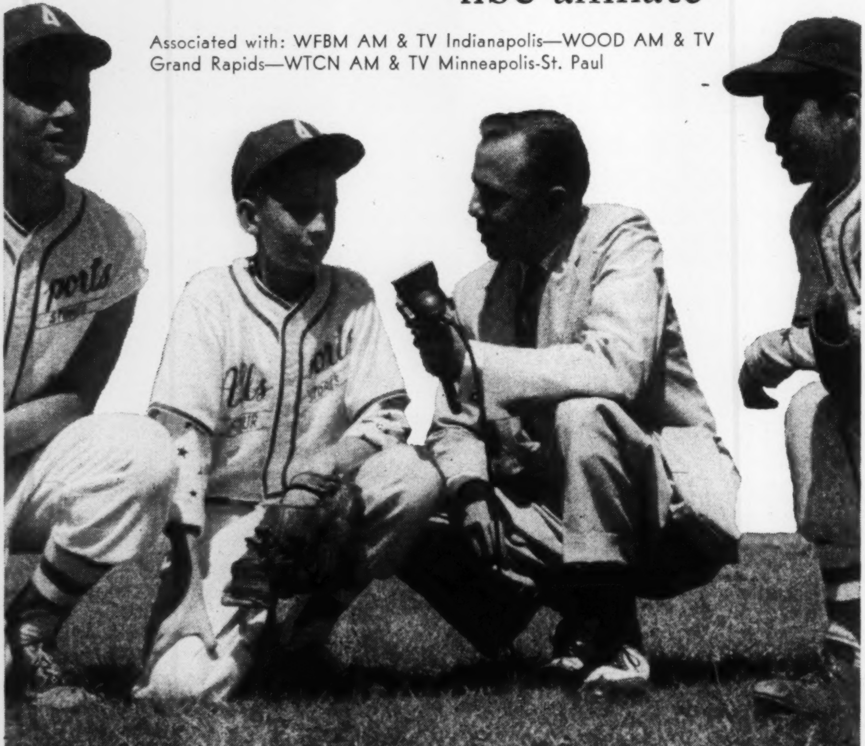


'PROTEST' BILL STALLS IN HOUSE

Action on FCC-sponsored measure to amend Sec. 309(c) is rescheduled to sometime this week. Also, Senate subcommittee fails to report on bill.

HOPE that House would act last week on HR 5614, the FCC-sponsored bill to amend the protest rule of the Communications Act (Sec. 309[c]) faded when the lower house rescheduled its consideration of the bill for tomorrow or later this week.

At the same time, the Senate Commerce subcommittee—which two weeks ago had heard testimony on its version of the same legislation [B•T, July 11]—failed to make any move toward reporting a bill to the full committee or to the floor.

Meanwhile, the FCC, in response to inquiries brought up during the Senate subcommittee hearing, told the legislators that:

- Power to use its discretion on whether a grant made without a hearing should be stayed or not after protest must be included in the requested revision of Sec. 309(c). In many cases, the Commission said, even though there was sufficient apparent evidence that warranted a full hearing, it might have information which would indicate that the protest would be overruled anyway.
- Although it agreed that the Commission must act on a protest within 30 days, the FCC made it clear that it did not interpret that clause to mean that it also had to hold a hearing and come to a decision within that time.
- The Commission also held that it should be permitted to use the new provisions for those cases which might be remanded by court action.

USIA Official Pat Campbell Dies Abroad of Heart Attack

PATRICK W. CAMPBELL, 64, former broadcaster and widely known in theatrical and film fields, died in London July 9 from a heart attack while serving as radio-tv program officer of the U. S. Information Agency.

Mr. Campbell joined USIA in February 1954 and a month later left for London. He served as liaison officer with the British Broadcasting Corp.

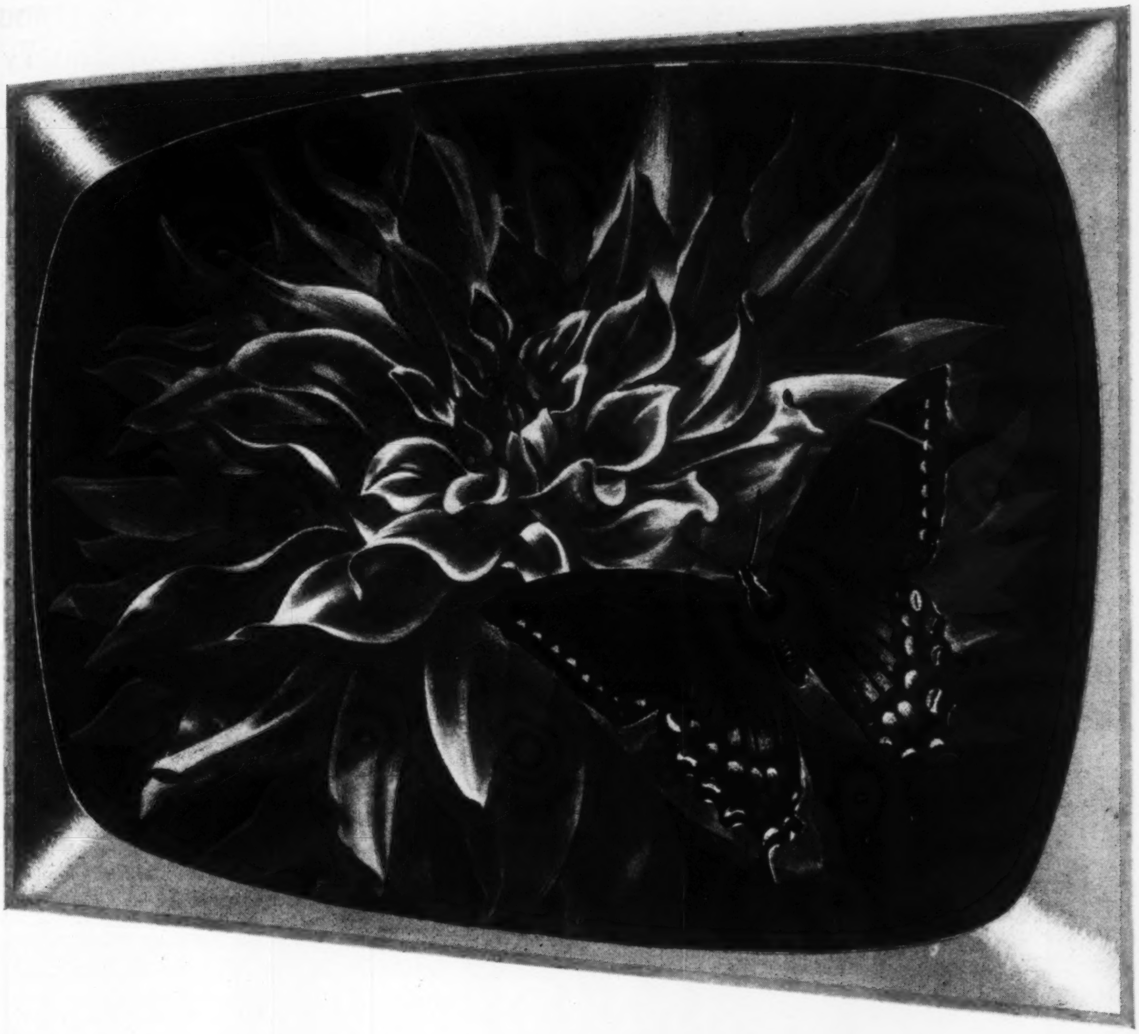
In 1930, he became general manager of the West Coast Div. of World Broadcasting System and later joined the Don Lee Network of the Mutual Broadcasting System as vice president, station relations director and program director. From 1951 to 1954, Mr. Campbell was vice president, secretary and part owner of George Bagnall & Assoc., radio-tv production firm.

He is survived by his wife, Mildred A., who was with him in London at the time.

Ike Feeling Out Congress On Executive Pay Increases

CONGRESSIONAL leaders are being sounded out to learn their feelings about an Administration proposal to increase salaries of Cabinet and commission members. Chairman Styles Bridges (R-N. H.) of the Republican Policy Committee said Thursday the White House will send up a pay proposal soon if it is found possible to pass the bill by the end of July.

The Administration draft calls for increase to $22,500 for members of the FCC and similar agencies but this may be scaled down if opposition develops. Cabinet salaries would be increased from $22,500 to $30,000 a year.



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Telecast stable, 600 line color pictures of unmatched quality with the outstanding 3-Vidicon Color Film Chain recently developed by GPL. Typical GPL performance superiority has been achieved in this equipment with a highly advanced color filter system, precise registration, precision-engineered GPL components, and factory-adjusted optical and mechanical alignment. Compactness of the chain permits easy installation into your present monochrome film layout.

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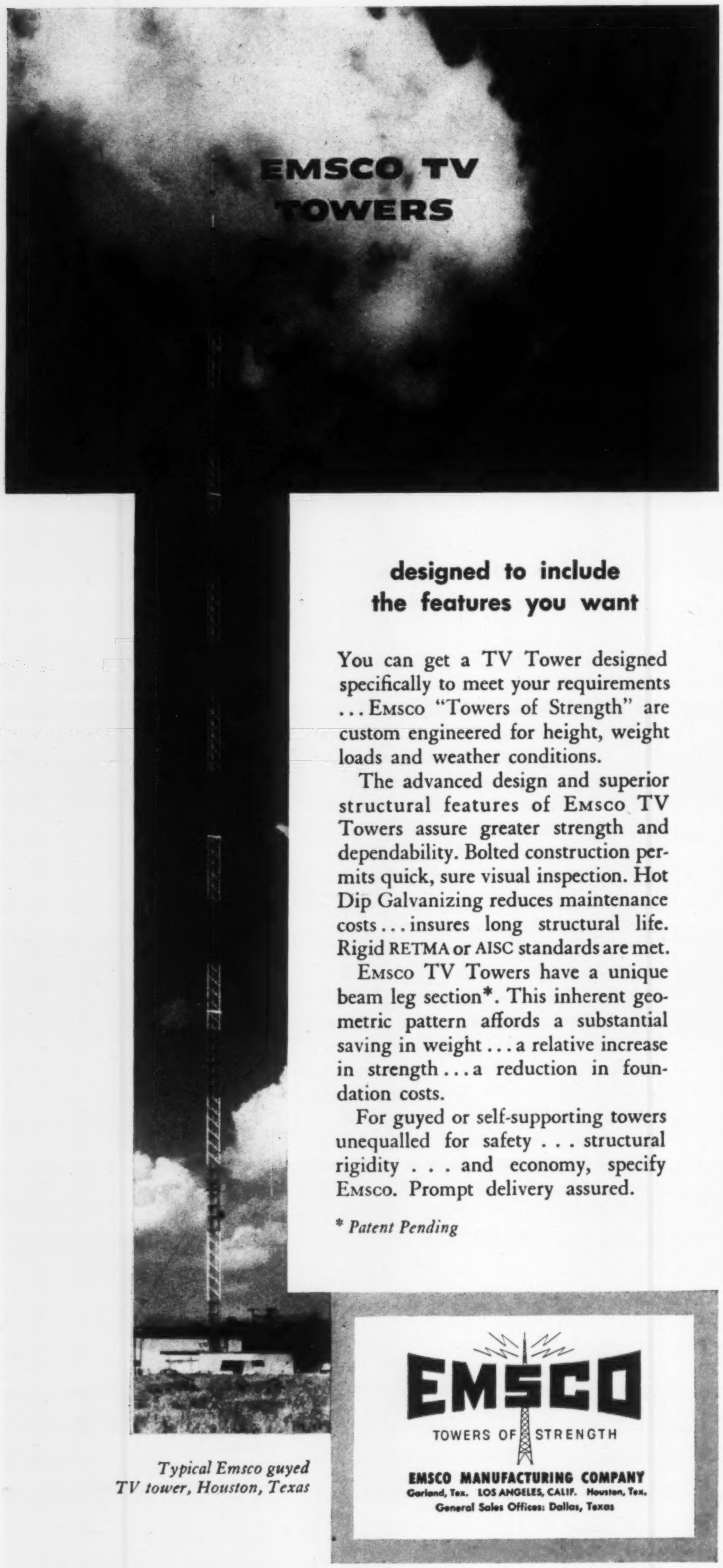

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You can get a TV Tower designed specifically to meet your requirements ... Emsco "Towers of Strength" are custom engineered for height, weight loads and weather conditions.

The advanced design and superior structural features of Emsco TV Towers assure greater strength and dependability. Bolted construction permits quick, sure visual inspection. Hot Dip Galvanizing reduces maintenance costs ... insures long structural life. Rigid RETMA or AISC standards are met.

Emsco TV Towers have a unique beam leg section*. This inherent geometric pattern affords a substantial saving in weight ... a relative increase in strength ... a reduction in foundation costs.

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More Voice Sentiment Against Pay-See Tv

ADDITIONAL small city oppositions to subscription tv have been filed with the FCC, the anti-pay tv Organizations for Free Tv reported last week.

The opposition fee tv group said that the following chambers of commerce have passed resolutions denouncing the idea of subscription tv: Waukegan-North Chicago, Ill., and Sayre, Hominy, Wewoka and Ardmore, Okla.

At the same time, Mort Farr, chairman of the National Appliance & Radio Dealers Assn., announced his opposition to the pay tv plan.

Newspaper polls seemed to show objections to the pay tv idea. The *Cincinnati Post* reported that 2,132 readers are unwilling to convert their tv receivers for subscription tv. A total of 68 persons indicated that they would be in favor of paying for home programs.

Knoxville News-Sentinel said that its readers showed a margin of better than 136 to 1 in favor of maintaining the present system of sponsored tv programs for home viewers.

And Edward Lamb, publisher of the *Erie* (Pa.) *Dispatch* (WICU [TV]), stated in his newspaper that he was in favor of the continuance of the present system of free tv.

Meanwhile, a proposed system called "Ultravision" was exciting some comment in pay- and anti-pay-tv circles.

Proposed by Dynamic-Electronics Inc., Forest Hills, N. Y., "Ultravision" envisages the use of several uhf channels for the exclusive use of subscription tv programs. A master antenna (with a uhf converter) would feed these signals into tv sets, connected via coaxial cable to the antenna.

There could be about 100 receivers connected to this type of wire circuit, Dynamic-Electronics said.

Also proposed to be used with each receiver is a Television Audience Analyzer, developed by Dynamic-Electronics for Media Measurements Corp. This apparatus can transmit back to a central point information regarding what channel the receiver is tuned to, etc. This data could be used for billing purposes, Dynamic-Electronics explained. The audience measurement information would be so useful, it was said, that a major part of the cost of hooking receivers into a pay tv net might be borne by advertisers and others interested in the measurement data. The data could be fed to central headquarters via telephone lines or radio transmissions, the proponents pointed out.

Dynamic-Electronics is an electronics manufacturing, research and development firm. It does work chiefly for the government. Its consumer products include indoor tv antennas and test equipment.

Puerto Rico Tv Shift Asked

JOINT PETITION for rule making to switch tv ch. 7 from Ponce, P. R., to Mayaguez, P. R., has been submitted to the FCC by El Mundo Broadcasting Corp. (WKAQ-AM-TV San Juan) and Ponce De Leon Broadcasting Co. (WAPA-TV San Juan). Both companies are applicants for a ch. 3 outlet in Mayaguez and last February were designated by the FCC for a consolidated hearing [B•T, Feb. 28]. If the rule making is approved, El Mundo will apply for ch. 7. Supreme Broadcasting Co. (WJMR-TV New Orleans), a third applicant for Mayaguez ch. 3, intends dropping its bid pending negotiations for purchase of 30% of ch. 5 WORA-TV Mayaguez [B•T, May 9].

FCC Approves WBLN (TV), Nine Other Station Transfers

A UHF tv station changed hands last week as 10 sale transactions were approved by the FCC.

Among these were three am stations, one tv and one fm, totaling about $450,000:

WBLN (TV) Bloomington, Ill., was sold by Cecil W. Roberts to Worth S. Rough for $1 and assumption of liabilities amounting to $199,961 [B•T, June 13]. Mr. Rough will be president of WBLN Television Inc., licensee of the ch. 15 station. At the time of purchase Mr. Rough was general manager of WCBC Anderson, Ind. Mr. Roberts is owner of KREI Farmington, KCHI Chillicothe, KCMU Columbia, all Missouri; KCLO Leavenworth, KCRB Chanute, both Kansas, and WINI Murphysboro, Ill.

KGHI Little Rock, Ark., was sold to Harold E. and Helen W. King, under the name Radio Arkansas, for $127,500 [B•T, June 13]. The Kings own KBTM-AM-FM-TV Jonesboro, Ark. Comr. Robert T. Bartley dissented.

Control of WQUA Moline, Ill., was awarded to G. LaVerne Flambo, president of the new WQUA Inc., for $100,000. The station was sold by Dalton LeMasurier, president of the former licensee Quad City Broadcasting Corp.

WVVW-WJPB-FM Fairmont, W. Va., was sold to Connie B. Gay through purchase of 95% interest for $16,500 [B•T, May 30]. Mr. Gay, country music entertainer, is program director of WARL Arlington, Va. J. Patrick Beacom, who retains 5% of Fairmont Broadcasting Co., owns all of WJPB-TV Fairmont and WBUT Butler, Pa., and 10% of WETZ New Martinsville, W. Va. Mr. Gay also has applied to purchase WWKO Ashland, Ky. [B•T, July 4].

Newport News, Rochester Uhfs Added to Tv's Casualty List

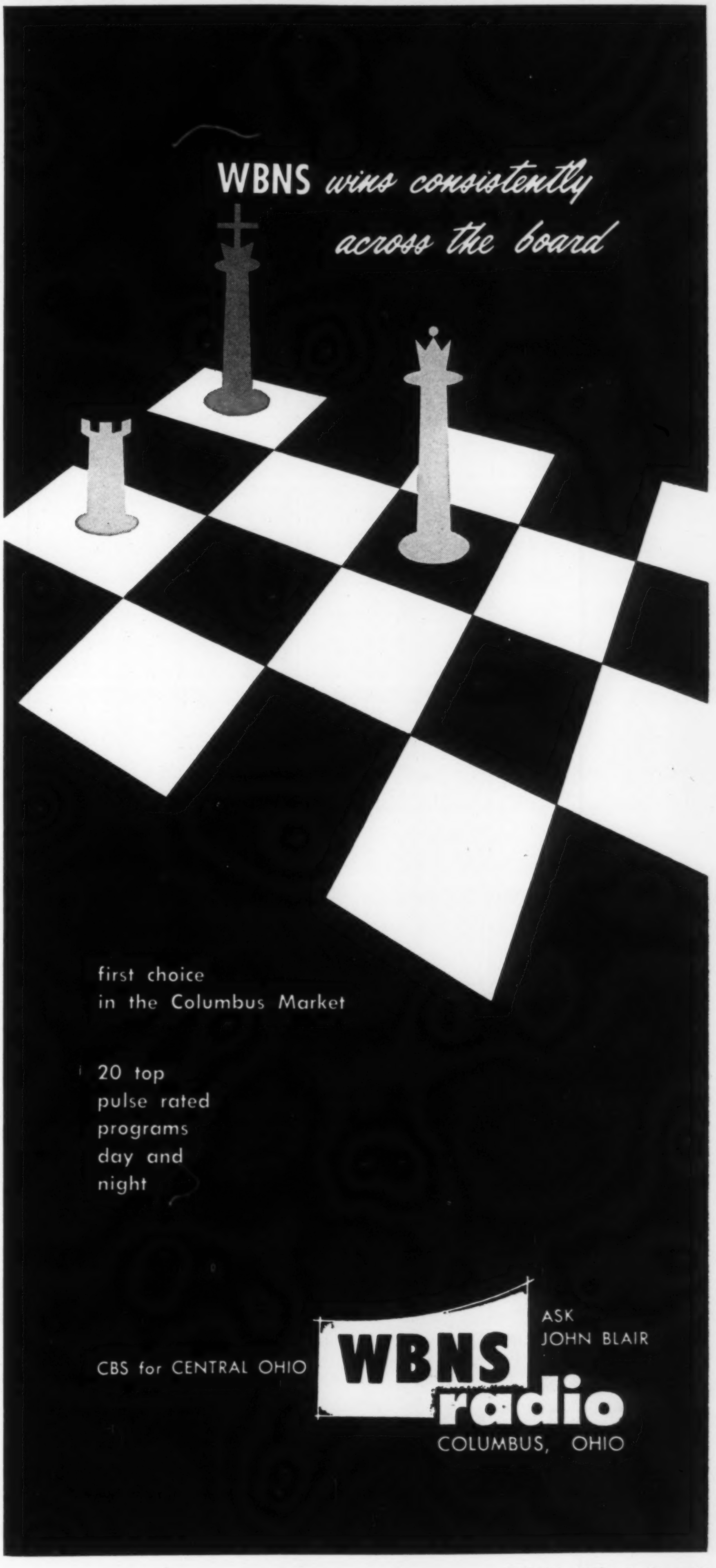
WACH-TV Newport News, Va., left the air fortnight ago and WRNY-TV Rochester, N. Y., which was not on the air, has asked that its construction permit, issued April 1953, be cancelled.

Ch. 33 WACH-TV gave as its reasons for suspending: "apathy on the part of national and network advertisers" and the "economic instability that is plaguing uhf broadcasting." The station began October 1953, suspended March 1954 and resumed operation six months later, September 1954.

Ch. 27 WRNY-TV is the 116th uhf to surrender its construction permit and the 145th post-freeze tv station to do so. WACH-TV is the 34th operating uhf to revert to construction permit status.

Pueblo Shift Comment Asked

COMMENTS were invited by the FCC last week on a shift of tv ch. 3 from Pueblo to Alamosa, Colo., as requested by Star Broadcasting Co. (KCSJ-TV Pueblo). Star contended that at present Alamosa is isolated from any video service, but that Pueblo, in addition to KCSJ-TV (ch. 5), can receive tv service from Colorado Springs. No application for ch. 3 has yet been made, the FCC noted, but KCSJ-TV said it would seek the assignment if the change were made. Alamosa has only one assignment, ch. 19, while Pueblo has five channels, three vhfs and two uhfs, KCSJ-TV said. It asked that ch. 19 be deleted from Alamosa and another uhf assigned to Pueblo.



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pulse rated
programs
day and
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COLUMBUS, OHIO

ASK
JOHN BLAIR

Big Aggie makes a winning move for

RALSTON PURINA

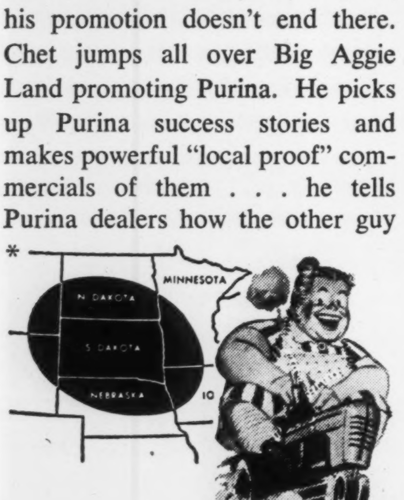
*in the land where TV means "Taint Visible"**

Selling feeds in vast, 5-state Big Aggie Land is no parlor game. But WNAX-570 has the winning system. Take Ralston Purina Feeds in the Checkerboard Bag for example.

Big Aggie Farm Service Editor Chet Randolph airs a 20-minute show for Purina 3 days a week, but his promotion doesn't end there. Chet jumps all over Big Aggie Land promoting Purina. He picks up Purina success stories and makes powerful "local proof" commercials of them . . . he tells Purina dealers how the other guy is doing it with regular, personal letters . . . he shows up at every major farm show and exhibit to put his popular standing with farmers behind Purina Feeds.

It's WNAX-570's personal interest that clears the board for Purina. And if you'd like Big Aggie on your side, your Katz man can arrange it.

*



WNAX-570

YANKTON, SOUTH DAKOTA

A Cowles Station • CBS Radio

Don D. Sullivan, Advertising Director. Under the same management as KVTV Channel 9, Sioux City: Iowa's second largest market.

Stay Order Blocking Sale Of KORK, KOLO Is Lifted

CHARGES brought against Donald W. Reynolds' purchase of KORK Las Vegas and KOLO Reno do not have sufficient weight to warrant a hearing, the FCC ruled last week in dismissing the protests of KLAS-AM-TV Las Vegas. The Commission further lifted the order staying the consummation of the station sales.

The grants of KORK Las Vegas to the Southwestern Broadcasting Co. for $60,000 and KOLO Reno to Western Broadcasting Co. for $190,000 were made April 6 and stayed April 13 [B•T, April 18]. KLAS-AM-TV charged that Mr. Reynolds was offering joint rates for some of his broadcasting and newspaper interests after he had told the Commission that he did not intend to do so. Specifically, KLAS alleged joint rates were being used by KLRJ-TV Henderson (Las Vegas), KZTV (TV) Reno and the *Las Vegas Review Journal.*

At the time the grants were suspended Mr. Reynolds told the Commission volume discounts (25% for use of both tv stations) had been discontinued. The *Review Journal,* he said, has "bent over backwards" to be fair to KLAS-TV. When KLAS-TV refused to pay the *Journal* for printing logs for which it normally charged a fee, the newspaper consented to run them free, Mr. Reynolds stated.

The question of too much concentration of mass communications media arose through Mr. Reynolds holdings, as cited by the FCC [B•T, July 4]:

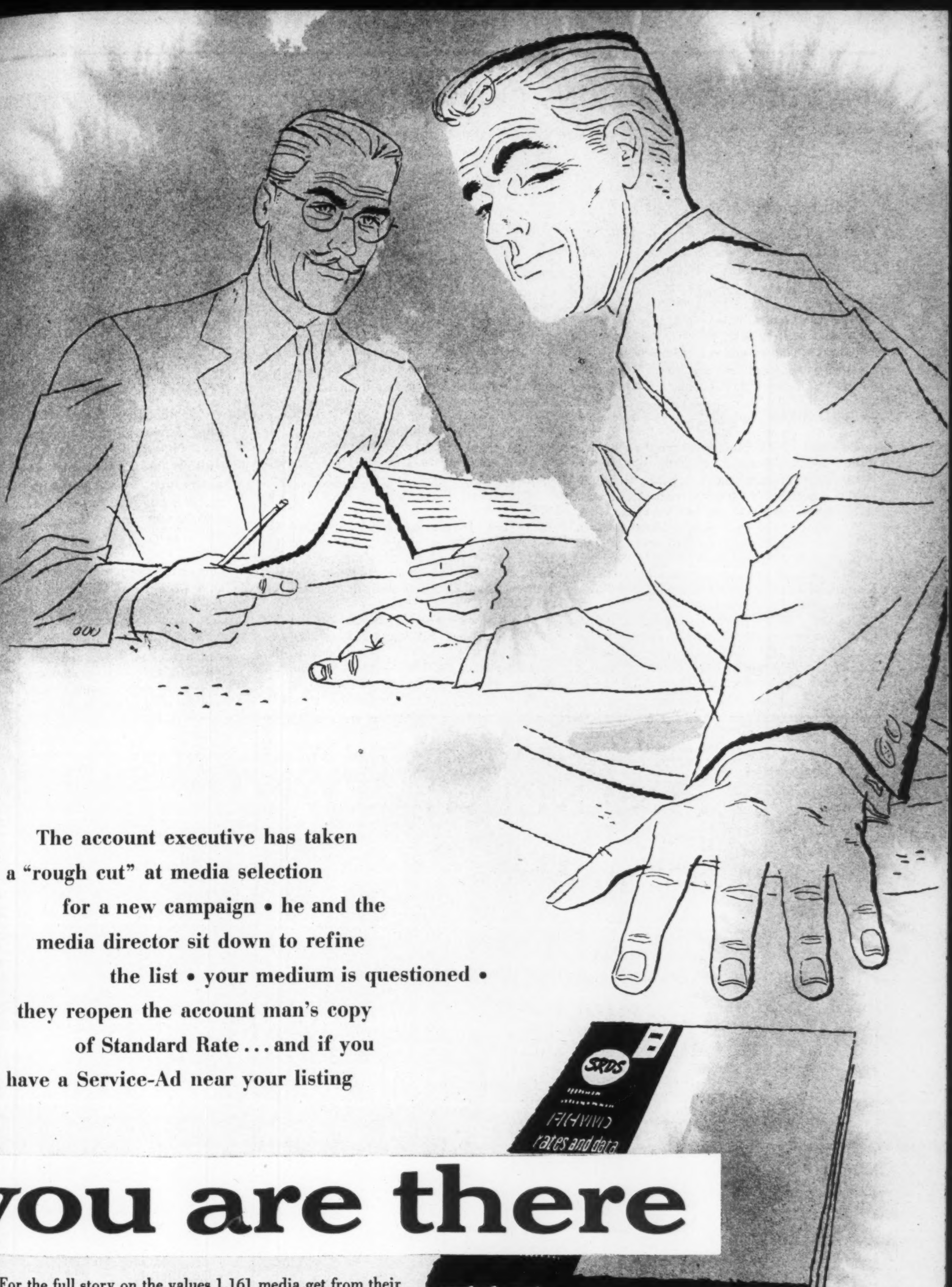
President, director and majority stockholder of Southwestern Pub. Co., parent company of KHBG Okmulgee, Okla., KBRS Springdale, Ark.; KFSA-AM-TV Ft. Smith, Ark.; KLRJ-TV Henderson, and KZTV (TV) Reno, and has applied for Commission approval of the purchase of KNAC-TV Ft. Smith from American Television Co., which has been scheduled for a hearing.

Southwestern also publishes the *Fort Smith* (Ark.) *Times* and *Southwest American* and is the parent company of *Las Vegas Review Journal; Bartlesville* (Okla.) *Examiner* and *Enterprise; Okmulgee* (Okla.) *Times* and *Times Democrat; Ely* (Nev.) *Times,* and the *Carson City* (Nev.) *Appeal.*

Stevens Suggests Radio Plan To Penetrate Red Countries

IMPORTANCE of radio as a means of penetrating both the iron and bamboo curtains was emphasized in New York last Thursday by the Rev. Paul M. Stevens, director of the Radio & Television Commission of the Southern Baptist Convention, before leaving for London to attend the Baptist World Alliance now in session. Mr. Stevens said he intends to propose to the international Baptist leaders the creation of a world program using radio as an instrument for spreading the Christian message to Communist-dominated countries.

Mr. Stevens hopes to interest Baptist leaders from 60 nations of the free world who are attending the London meeting in approaching station officials in their respective countries with a plan for an inter-denominational program. Once such a program is successfully underway on an extensive scale, Mr. Stevens said he believed that time could be obtained from Radio Free Europe and Voice of America for an extension of what he describes as "a world-wide religious 'Point Four' program."



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Note: According to a study of SRDS use made by National Analysts, Inc., 87% of all account men interviewed make use of one or more of the SRDS publications.

TWO DENVER STATIONS CHANGE HANDS

FCC asked to approve sale of KFEL-TV to McCaw. Also sought is transfer of KMYR to Dolph and Pettey.

APPLICATIONS for FCC approval of the sale of two Denver broadcast stations were filed with the Commission last week.

The stations are ch. 2 KFEL-TV and KMYR.

KFEL-TV was sold for $400,000 by broadcast veteran Gene O'Fallon to J. Elroy McCaw [Closed Circuit, July 4]. Mr. McCaw also assumes obligations totaling about $350,000.

A 60-day option to buy 50% interest in KFEL-TV, following FCC approval and consummation of the sale to Mr. McCaw, is held by Tele-Trip Inc., New York aviation insurance firm. The option calls for Tele-Trip to pay exactly half of the outlay for purchase of the station and to assume 50% of the obligations.

Tele-Trip already owns KPOA Honolulu (which it bought for $400,000 from Mr. McCaw and associates in 1954) and WTAC Flint, Mich.

Purchaser of the ch. 2 Rocky Mountain area station actually is Gotham Broadcasting Co., licensee of WINS New York. It is 75% owned by Mr. McCaw and 25% owned by John D. Keating. The $400,000 will be paid as follows, according to the application:

Deposit of $5,000 as earnest money on agreement; a note for $95,000 at 5% interest and a note for $300,000, both to be paid off at the rate of $5,000 a month . The purchase price is to be adjusted to reflect any changes in KFEL-TV's net worth between April 30 and the consummation date. "Prompt" FCC action, before the FCC's August recess "in view of the financial condition of the transferer," was asked.

KFEL-TV's balance sheet as of April 30 showed total assets of $679,276 ,of which $132,225 were current assets. Current liabilities were listed at $111,070, notes payable as $142,543 and long term liabilities as $44,119. The balance sheet also showed accrued expenses of $60,864, earned surplus to Jan. 1 as $68,677, and losses of $69,022.

Mr. O'Fallon sold KFEL Denver (5 kw on 950 kc) to the Intermountain Network in 1954 for $275,000. It is now KIMN.

During recent months, Mr. O'Fallon has been active on behalf of subscription television.

Balance sheet for Gotham Broadcasting Co. showed total assets of $665,508, with cash of $52,953. Current liabilities were listed at $529,832. Gotham lost $23,441 in 1954, and made $59,117 in the six 1955 months, the application indicated.

Mr. McCaw owns 100% of ch. 13 KTVW (TV) Tacoma-Seattle and KORC Mineral Wells, Tex. He also owns 50% of KELA Centralia, 33 1/3% of KYAK Yakima and of KALE-AM-FM Richland, all Washington; 50% of KYA San Francisco; 25% of ch. 11 KONA (TV) Honolulu and, through his wife, of KAPA Raymond, Wash.

Mr. Keating owns, in addition to the 25% in WINS, 50% of KYA and 25% of KONA.

The assets of KMYR were bought for a round figure of $150,000 from F. W. and A. G. Meyer by Dolph-Pettey Broadcasting Co. [Closed Circuit, July 11]. Dolph-Pettey is William B. Dolph and Herbert L. Pettey. Included in the purchase agreement is a lease of land for transmitter and antenna which is the subject of negotiations.

VICE PRESIDENT Richard Nixon congratulates Taylor Grant, newsman of WPTZ (TV) Philadelphia, on his 21st year in radio-tv as the two met at Temple U.'s graduation exercises where Mr. Nixon made a personal appearance. Mr. Nixon added that he too was celebrating a 21st anniversary in June—graduation from college. Others who conveyed their personal congratulations to Mr. Grant on the occasion were state Gov. Leader and Mayor Joe Clark Jr. of Philadelphia.

KMYR began operating in 1941. It is licensed for 250 w on 1340 kc, but holds a construction permit for 5 kw on 710 kc. The is contingent on the move to 710 kc operation.

Balance sheet of KMYR as of May 31, 1955 showed total assets of $201,061, of which $134,035 were listed as current assets. Current liabilities were put at $13,095, earned surplus as $130,282 and profit for the current period at $4,088.

Dolph-Pettey Broadcasting Co. is owned 40.2% each by the Messrs. Dolph and Pettey and 9.8% each by investment brokers Crutten-den & Co., Chicago, and Saunders, Stiver Co., Cleveland.

The company is authorized to issue 1,505,000 shares, of which not more than 5,000 shall be preferred, and 1.5 million shares divided equally into common and B common stock. The preferred shares have a $100 par value; the common stocks, 10¢.

The investment houses are scheduled to underwrite the issuance of $300,000 worth of 6%, 12-year debentures and 30,000 shares of common stock. These will be sold in a unit comprising a $1,000 bond and 100 shares, a price of $1,000 per unit. This will realize $256,000 for the broadcasting company, it was stated in the application.

Both Mr. Dolph and Mr. Pettey are veteran broadcasters. Mr. Dolph owns 15% and Mr. Pettey, in his wife's name, 25% of KJBS San Francisco. KJBS is one-third owner of KULA AM-TV Honolulu, and 27% of KGIL San Fernando, Calif. Mr. Dolph also owns 2[illegible] of CBS-affiliated, ch. 2 WMT-TV Cedar Rapids, Iowa, and is president of WMT Cedar Rapids. He operates a radio production and talent management firm in Washington. Mr. Pettey, one time Loew's Inc. radio executive, is a plastics manufacturer's sales representative. Both live in Charlottesville, Va.

(Government continues on page 72)

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By James Montagnes

THE POSTWAR YEARS HAVE SPAWNED A BOOM ABOVE THE BORDER

THE Canadian beaver has always been the symbol of industry. Today the beavers in Canada are taking lessons from the humans on what industry really means.

The fur trading area of the far north has become North America's largest uranium producing center.

Where buffalo once roamed the prairies, hundreds of oil derricks now stand in a "new Texas."

Out of the rocky wilderness of northern Labrador is coming the richest iron ore since the discovery of Minnesota's famed Mesabi range.

A ten-mile tunnel, chopped and blasted through the Rocky Mountains, carries raging mountain streams to power the world's largest aluminum smelter. Five years ago only a few Indians lived on the smelter site.

These are not isolated examples. Everywhere the story in postwar Canada is one of phenomenal growth.

Capital investment in Canadian industry has more than tripled in the last 10 years.

In the same period population rose by 25%.

National income jumped from just under $10 billion to almost $19 billion.

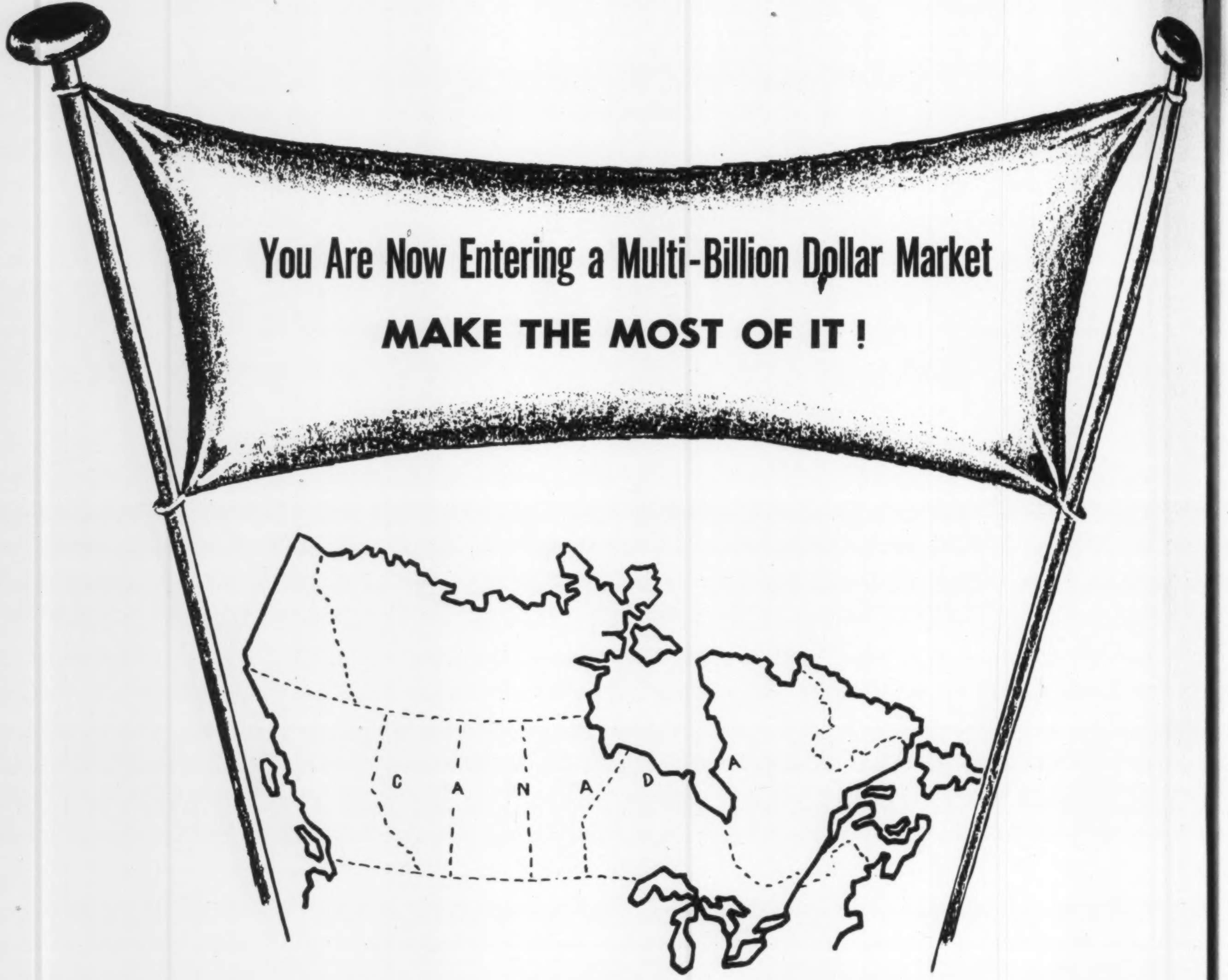
These developments and new opportunities promised by still untapped natural resources are drawing a flood of outside investment capital from the United States and Western Europe. The American stake in Canada grew from $5 billion in 1945 to $8.6 billion at the end of 1953. It has been growing ever since.

American exports to Canada, always high, have expanded to almost $3 billion a year. And details of recent developments north of the Canadian-United States border indicate Canada will continue to grow as an important market for everything from heavy machinery to coonskin caps.

Most of Canada's 15,500,000 people live close to the international border. Their living and spending habits are almost on a par with those of their neighbors to the south. Even the French-Canadian element, accounting for about a third of the total population and centered mainly in the province of Quebec, is rapidly becoming Americanized.

The 10 major centers of population are the cities of Montreal, population 1,425,000; Toronto, 1,200,000; Vancouver, 577,000; Winnipeg, 373,000; Ottawa, 297,500; Quebec City, 294,000; Hamilton, 278,000; Edmonton, 200,000; Windsor, 173,000, and Calgary, 152,000. The rest of Canada's people are scattered in hundreds of small cities, towns and villages along 5,000 miles from Atlantic to Pacific coasts, from the international border to within 1,000 miles of the North Pole.

Canada's population since the end of World War II has boomed. Some 3,500,000 more people live in Canada now than in 1945. Of these about 1,250,000 are immigrants, mostly from Great Britain and Western Europe. On the streets of most Canadian cities foreign languages are no longer a novelty. Department stores and banks have their staffs of interpreters to help newcomers


You Are Now Entering a Multi-Billion Dollar Market
MAKE THE MOST OF IT!
CANADA

The Canadian consumer is buying in a big way . . . all the way from British Columbia to Newfoundland, well over 4,000 miles of opportunity for the alert U. S. advertiser.

All you have to do is raise your voice in this booming market. The Canadian is listening for you in every corner of the country. He and his family have bought more than 12 billion dollars worth of products in 1954, in the retail stores alone! They bought more U. S. goods than anyone else, next to Americans. They want to buy more—and they can afford it!

Raise your voice over their favorite local radio stations. When you speak with the voice of local radio, *you're heard!* Local radio is well-known and trusted in its communities. It brings its listeners the big network shows—it brings them the local shows, too. Here the community speaks to itself about matters close to its heart—the farm reports, the mining news, the town's social events, the city's backyard chit-chat. Let yourself be heard in this company, and be heard as a friend.

Local radio reaches into 95% of all Canadian homes . . . in a country where only 38% of the population lives in cities of 30,000 or over. Local radio penetrates . . . convinces . . . and does it inexpensively. Come in to the Canadian market, and come in *welcomed.* Come in over local radio.

Wherever your media strategy takes you over the Canadian border, travel the routes that make the most of this multi-billion dollar market—the all-important channels of local, independent radio broadcasting.

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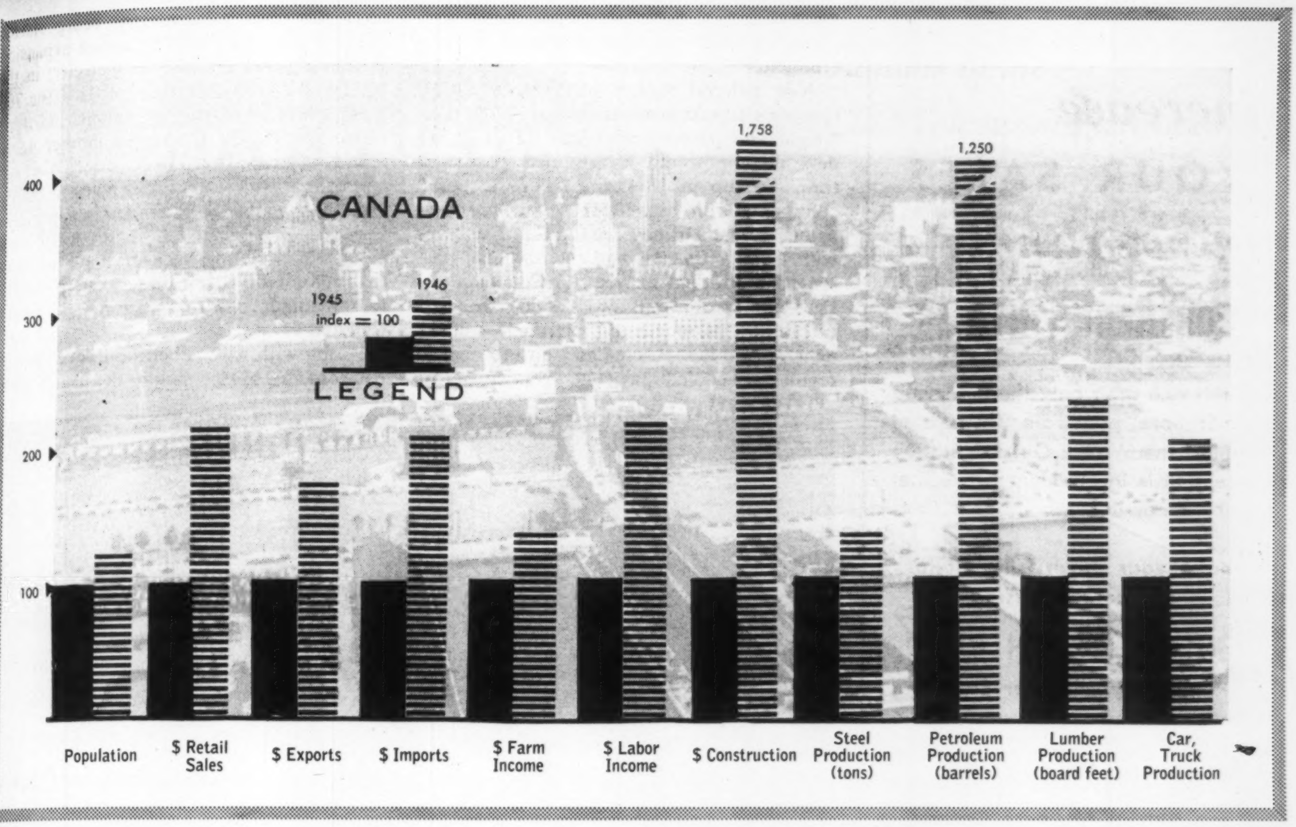
200 St. Clair Ave. W., Toronto, Ontario



from Holland, Germany, Hungary, Ukraine, Poland, Italy, Greece and other European countries.

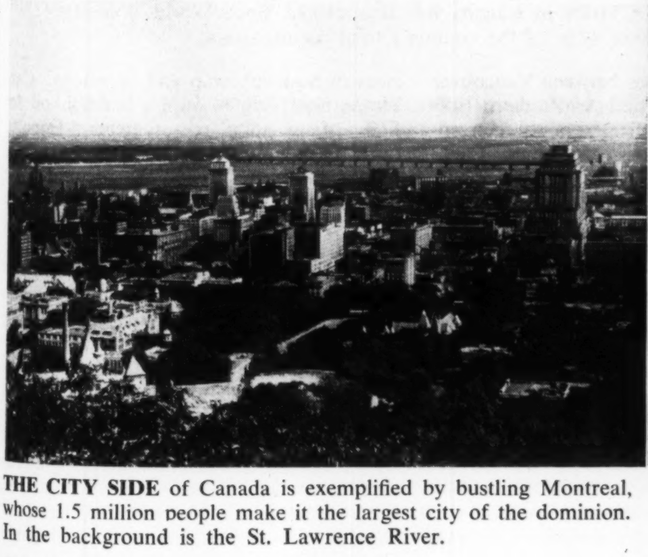
All these additions to the population have resulted in a continuing demand for new housing. Everywhere cities and towns are stretching their boundaries. As an example, Toronto and 12 suburban communities at the beginning of 1954 formed a metropolitan area covering 240 square miles, or as much space as is occupied by the five boroughs of New York less Brooklyn.

New housing right across Canada is being built at an average for the past few years of close to 100,000 units a year. Last year 113,527 new housing units were started, 101,965 were completed.

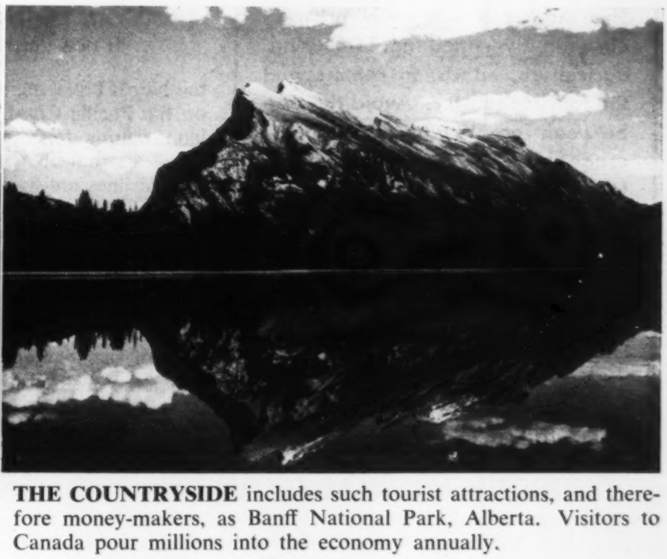
Housing is not the only construction at peak level in Canada. Schools, hospitals, roads and commercial facilities such as office buildings and shopping centers are going up at a faster rate than ever before. There has not been as much office building and hotel construction in Canada as in the past two years since the 1928-29 boom. The growing number of young families is causing a school building boom and shopping centers are cropping up across Canada in urban suburban areas. More railways have been built in the last couple of years than for many decades, railways mostly into such new frontier regions as the Quebec-Labrador iron ore region, the new nickel-copper area in northern Manitoba and in the interior of British Columbia. More new roads further north are planned. The construction of the billion dollar St. Lawrence Seaway and its allied electric power projects has started and will keep construction men busy for another five years.

Construction in the first five months of this year has made new records, with just over $1 billion being awarded for all types of construction. First contracts have been let for the first nuclear electric power plant in Canada.

Transportation is an important factor in the Canadian economy, with big distances between major trading centers. New express highways are being built in southern Ontario where the heaviest concentration of automobiles is to be found. Ontario is spending over $220 million on roads this year, almost half the total being spent in all Canada. The first all-paved standard highway is now being built across the country and will be over 5,000 miles long when completed as a joint



THE CITY SIDE of Canada is exemplified by bustling Montreal, whose 1.5 million people make it the largest city of the dominion. In the background is the St. Lawrence River.



THE COUNTRYSIDE includes such tourist attractions, and therefore money-makers, as Banff National Park, Alberta. Visitors to Canada pour millions into the economy annually.

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In this rich area only the 3 "Northern Stations" penetrate "The Market behind the Wall". Outside station reception is inconsistent . . . sometimes impossible.

Make your advertising dollar do more by using

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Railway Junction for Eastern & Western Canada

CJKL KIRKLAND LAKE

The Hub of Northern Ontario

CKGB TIMMINS

In the heart of the Gold Mining Industry

In rich Eastern Ontario use the strong links between Toronto and Montreal.

CHEX, CHEX-TV
PETERBOROUGH

CKWS, CKWS-TV
KINGSTON

This market is extremely prosperous with diversified manufacturing, agriculture, education centers and the tourist industry. Avoid the gap between Toronto and Montreal coverage by using Eastern Ontario's foremost stations.

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Management

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undertaking of the various provincial governments with the federal Canadian government.

New railroad equipment is appearing on Canada's transcontinental railways for both freight and passenger services. This spring new diesel-powered streamlined passenger trains cut up to 18 hours from the transcontinental run between Halifax and Vancouver. The airlines are busier than ever with transcontinental and international passenger and freight services. A Canadian airline this spring put into service the first turbo-prop passenger aircraft on this continent. Another Canadian airline began regular scheduled passenger service across the North Polar regions between Vancouver on the Pacific Coast and Amsterdam, Holland, cutting 1,000 miles from the conventional air route between these cities. Canadian airlines are flying to almost every part of the world on regular services. So much in demand is air service in Canada that numerous charter services are being licensed in Canada and the United States for use between the two countries.

OIL PRODUCTION in Canada has skyrocketed since World War II. It now furnishes 47% of the country's total requirements.

In every part of Canada there are visible signs of an expanding economy, of a country which has realized it has untapped resources for a world market.

In 1947, for example, a new oil field came into being in central Alberta province, near the city of Edmonton. That started a development which has by no means reached its climax, but has already resulted in a new petroleum-chemical industry being started in the Edmonton area; in a vast expansion of housing and building in that city; in the laying of an oil pipeline westward for 700 miles over the Rocky Mountains to bring oil to the Pacific Coast; in another 1,200 mile pipeline eastward to Superior, Wis., and from there for another 550 miles to Sarnia, Ont., where vastly expanded oil refineries and petroleum-chemical plants are located. Future natural gas pipelines are to bring that commodity from these western oilfields to the major cities of eastern and central Canada.

Along with new Alberta oil developments has come oil prospecting in the nearby provinces of Saskatchewan and Manitoba. Canada is now able to supply enough oil for 47% of its total requirements. Imports, from the United States and South America, which only a few years ago accounted for more than 90% of all the oil used in Canada, are now needed to supply only the eastern sections of the country.

Other mineral finds in the northern sections of Canada's three prairie provinces have resulted in new mining towns being built in the past few years, in the establishment of new chemical, synthetic textile and paper plants close to oil, natural gas and hydro-electric power resources.

Those strategic postwar minerals, titanium for jet aircraft and uranium for atomic projects, have also played a part in keeping Canadians busy. A large titanium deposit in Quebec province is well into development

TV IN CANADA

Here are the facts:

(1) Since the inception of Canadian TV in September 1952, Canada has experienced proportionately the fastest growth of population coverage by TV of any country in the world. Today, the CBC Television Network, including CBC-owned stations and privately-owned affiliates, serves 1,500,000 television homes in 25 major market areas from coast to coast.

(2) Additional stations will soon be on the air . . . in St. John's, Newfoundland (CJON-TV) and Barrie, Ontario (CKVR-TV). New stations are scheduled for operation later in the year in Jonquieres, P.Q., Sherbrooke, P.Q., Charlottetown, P.E.I., Wingham, Ontario, and Lethbridge, Alberta.

(3) 75% of the Canadian population is now within the service range of television stations . . . and of this number, 50% have television sets.

(4) More live television programs are now produced in Canada than in any country other than the United States.

(5) Canada is second in the world in the number of TV stations, and second in the proportion of the public who watch television.

The CBC welcomes the opportunity to work closely with advertising agencies and their clients and to cooperate with them to the fullest possible extent in the effective use of Canadian network television, and in the creation and production of Canadian talent programs, both French and English.

Stations of the CBC Television Network

Atlantic Region:

CJON-TV	St. John's Nfld.
CBHT	Halifax, N.S.
CJCB-TV	Sydney, N.S.
CKCW-TV	Moncton, N.B.
CHSJ-TV	Saint John, N.B.

Mid-Eastern Region:

CBLT	Toronto, Ont.
CHEX-TV	Peterborough, Ont.
CKWS-TV	Kingston, Ont.
CBOT	Ottawa, Ont.
CBMT	Montreal, P.Q.
CHCH-TV	Hamilton, Ont.
CKCO-TV	Kitchener, Ont.
CFPL-TV	London, Ont.
CKLW-TV	Windsor, Ont.
CKVR-TV	Barrie, Ont.
CKSO-TV	Sudbury, Ont.
CJIC-TV	Sault Ste. Marie, Ont.
CFPA-TV	Port Arthur, Ont.

Prairie Region:

CBWT	Winnipeg, Man.
CKX-TV	Brandon, Man.
CKCK-TV	Regina, Sask.
CFQC-TV	Saskatoon, Sask.
CHCT-TV	Calgary, Alta.
CFRN-TV	Edmonton, Alta.

Pacific Region:

CBUT	Vancouver, B.C.

Quebec Region: (French)

CBFT	Montreal, P.Q.
CBOFT	Ottawa, Ont.
CFCM-TV	Quebec, P.Q.
CJBR-TV	Rimouski, P.Q.

CANADIAN BROADCASTING CORPORATION

Commercial Division

354 Jarvis Street, Toronto 5, Ontario—1425 Dorchester St. W., Montreal, P.Q.

and prospectors are searching for other deposits as rich. At the same time, research departments of hydro-electric power companies in eastern Canada are at work developing new and cheaper methods of refining titanium for use in jet aircraft engines.

Canadian aircraft companies are working on titanium alloys for more powerful jet aircraft engines. Uranium deposits in Saskatchewan, Ontario and the Northwest Territories are being developed. New mines coming into operation require entire new towns such as Uranium City on Lake Athabaska and Manitouwadge in northern Ontario. Tourists in southern Ontario this summer will see new uranium sites being developed not far from resort areas.

In the virgin forests along Canada's Pacific Coast, some 400 miles north of Vancouver by air, the initial stage of one of Canada's largest electric power projects has just been completed. Fifty miles away from an inlet on the coast, where an Indian village was the only sign of habitation five years ago, an aluminum smelter is now producing the light metal with electricity from a new hydro-electric power plant set inside a mountain. At new docks, freighters from the West Indies bring bauxite for the aluminum smelter. The town of Kitimat is growing rapidly, as thousands of workmen and their families settle in this new industrial center.

North from Seven Islands on the St. Lawrence River, a diesel-engined train travels for 360 miles into the uninhabited barrens of Labrador and northern Quebec. Five years ago that railway was only an outline on an engineer's drawing board. Late last year it began to function to bring high grade iron ore from vast deposits unearthed only a decade ago. That iron ore is now being used in steel furnaces in the eastern United States and at Great Lake points in both the United States and Canada. To start that project everything from a pencil for the prospector's record book to the bulldozers to carve out the airstrips had to be flown into this uninhabited region.

MINING is another Canadian industry on the move. This open pit iron ore works is in northwestern Ontario. Its financing is backed principally by capital from the United States.

All these natural resources developments have focused attention on Canada throughout the world. Money from a number of countries in Western Europe, but especially from the United States, is flowing into Canada in increasing amounts for investment in new manufacturing plants of all kinds as well as in the development of natural resources. Latest government statistics from Ottawa show that the oil industry has the largest concentration of outside capital, with about 52% of the industry being owned by individuals and corporations in the United States, Great Britain and Western Europe.

Canada continues to be a magnet for branch plants of companies with headquarters outside its borders. A number of German companies have started up in recent years and have taken part in supplying some of the defense materials ordered by the

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CJIB

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CJDC

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◆

CFCN

Calgary, Alta.

◆

CKRD

Red Deer, Alta.

◆

CFRN

Edmonton, Alta.

◆

CFQC

Saskatoon, Sask.

◆

CKRM

Regina, Sask.

CFRN-TV

**Edmonton, Alberta
Channel 3**

CFQC-TV

**Saskatoon, Sask.
Channel 8**

TO ALL ADVERTISERS * * *

Here are NINETEEN consistent, persistent purveyors of your message by RADIO and TELEVISION to audiences in Canada from COAST-to-COAST. The MERCHANDISING assistance of these stations, whose public service format has won loyal audiences in their markets, is something you NEED to do a compelling selling job in Canada.

Effectively yours,

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President and General Manager

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Toronto
Montreal**

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CJOB

Winnipeg, Man.

◆

CKX

Brandon, Man.

◆

CFOB

Fort Frances, Ont.

◆

CKPR

Fort William, Ont.

◆

CJOY

Guelph, Ont.

◆

CKOT

Tillsonburg, Ont.

◆

CKBW

Bridgewater, N. S.

◆

CJRW

Summerside, P. E. I.

Canadian government. An American company which bought a Canadian government wartime airplane corporation is busy with military aircraft orders. A large number of both British and American engineering and contracting firms have in the past few years opened Canadian subsidiaries to take part in major building construction, including the first Canadian rapid-transit subway system at Toronto, opened early last year. The province of Ontario alone has had over 100 new foreign-owned industrial plants built in its area in the past two years.

United States interests, for example, have bought up existing companies and made a major entry into the retail field in Canada in the past few years. They have entered the chain grocery field in eastern Canada in a big way and have come into the department store and mail order business. In every large Canadian city new stores of these retail organizations are now being built. British retail chain stores have invaded Canada similarly, though on a smaller scale, in the past two years. These are signs of an important market in Canada.

This activity in Canada has resulted in the growth of non-Canadian capital investment from $7 billion at the end of 1945 to over $112 billion at the end of 1953, latest year for which official figures are available.

While United States interest in Canadian natural resources development has been growing by leaps and bounds over the past decade, it is only recently that Europe's financiers have turned to Canada with sizable investments. Not since the days before World War I have British and European capitalists flocked to Canada as they are doing today. World-famous British financial houses are backing uranium and other mineral developments. British aircraft capital has moved almost bodily to Canada to set up a replica of its industry there. Swiss financial houses have opened branches in Canada and invested in major housing developments. Netherlands banking and insurance interests have formed Canadian subsidiaries to enter the Canadian market which has seen an influx of a minimum of 10,000 Hollanders annually over nearly a decade. German steel interests are looking into iron ore mining developments in northern Quebec. Belgian capital has come in a big way into the gasoline distribution industry and financial field. European shipping lines are now running direct services to the inland Canadian ports on the Great Lakes.

Foreign trade has always been an important factor in the Canadian economy. Once it was primarily furs; later, mainly agricultural products which Canada exported. Now the exports run all the way from wheat to cobalt bombs for cancer research, from wood pulp to automobiles, from iron ore to glass ovenware. Imports vary from manufactured goods from the United States and Western Europe to raw materials from all parts of the world.

As the population has increased in recent years the percentage of exports of goods and services has declined in relation to the gross national product. In the late 20's about 30% of the gross national product was exported. In recent years only 24% has had to be exported. Yet exports are almost up to the peace-time record. Last year Canada exported goods and services valued at $3.9 billion, of which $2.3 billion went to the United States, $652 million to Great Britain, $96 million to Japan, $95 million to Holland, Belgium and Luxembourg, $45 million to Brazil, $48 million to Australia, $87 million to West Germany and $542 million to all other countries.

Canadian imports last year from all the world amounted to $4 billion, with almost $3 billion coming from the United States, $400 million from Great Britain, $167 million from Venezuela, $44 million from West Germany, $47 million from Holland, Belgium and Luxembourg, $28 million from India, $32 million from Brazil, and $420 million from all other countries.

All this foreign trade keeps Canadians busy at home and abroad. Canada has established a chain of embassies, legations and trade commissioner posts around the globe in the postwar years. Canada drums up trade by exhibiting its merchandise and raw materials at trade fairs throughout the world. While the bulk of the trade is between Canada and the United States, Canadians are hard at work increasing their buying and selling with all countries of all continents. Canada stands fourth among the nations of the world in foreign trade, following the United States, Great Britain and Western Germany.

While space precludes a detailed report on how busy Canadians are in the smallest as well as the largest communities, figures from the official Dominion Bureau of Statistics at Ottawa show the tempo of activity. Canadians are earning more money than ever before. Average weekly earnings are now just under $60, up from an average of $55 in 1952. Last year personal income

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coming from the minds and hearts of the people of Canada.

Yes, There Is Canadian Music!

. . . and it is the music that Canadians want to hear
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By encouraging and stimulating the efforts of
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Written and composed by Canadians, published
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from wages, salaries and all other sources was estimated at almost $19 billion. That income is being spent. Last year total expenditures on durable goods, non-durable goods and services amounted to about $16 billion, of which just over $12 billion was done in retail stores of all kinds. The balance went into direct taxes and savings.

To Canadians the future looks bright. No less an authority than James E. Coyne, governor of the Bank of Canada, the central bank of the country, recently forecast that Canada's gross national product would double in the next 20 years to $55 billion, at today's prices. He also estimated that by 1975 Canada's population would increase another 50% to 23 million, mostly in urban areas, and that the work year would gradually drop in that period from the present 2,000 hours to 1,500 hours. He forecast a growing consumption within Canada of its own agricultural and other natural products, a greater development of secondary industry, and a greater share by Canadians in the management of major industries, many of which are now owned by non-residents. He singled out the continued development of communications in Canada, the knitting together of the widely separated centers of population by trade as well as by railroads, highways and radio and television networks as signs of Canada's growing national strength.

Radio is everywhere in Canada, in the city home and in the far reaches of the Arctic where the defense airplane spotter keeps an eye on the traffic which flies over the North Polar regions. In all, 96.4% of all homes in Canada have one or more radio receiver in use.

Television, not quite three years old in Canada, now covers better than 75% of the population. In mining towns and at defense bases in the far north, television stations are now being built for isolated communities. Soon every part of Canada will be covered by tv as well as by radio. Currently there are approximately 1.5 million tv receivers in use in Canada.

Development of radio and television in Canada has not been on as extensive a scale as in the United States, primarily because of the smaller population and the large distances between communities. Radio broadcasting began in 1921, although there were stations broadcasting non - commercially some years earlier at Montreal and Toronto. Today there are 155 independently-owned stations, most of them members of the Canadian Assn. of Radio & Television Broadcasters, and 21 stations owned and operated by the Canadian Broadcasting Corp., a government organization. To give better coverage in small areas isolated by physical and geographic obstacles the CBC system also operates a number of small non-attended repeater stations in various parts of the country.

Under broadcasting legislation, CBC operates and regulates all network broadcasting and telecasting in Canada. Almost all stations, both independent and CBC-owned, sell time. CBC carries numerous sustaining cultural programs on its own stations and feeds them to the networks composed of CBC and independent stations. For this CBC receives a government grant and revenue from the national treasury representing a 15% excise tax on all sales of radio and tv receivers and components.

Practically all radio and tv receivers as well as transmitters are built in Canada, mainly by subsidiaries of U. S. and British companies. This is typical of the development of most industries in Canada. Most components and tubes also are made in Canada, and the electronics industry also supplies military and industrial electronic equipment of all kinds. Prices of radio and tv receivers and components are somewhat higher than in the United States, due to a protective tariff, the 15% excise tax for maintenance of the CBC and a 10% sales tax on the factory price.

Radio receiver sales in 1954 amounted to 431,456 sets with a factory valuation of $32,012,071. In the first four months of 1955 sales totalled 131,693 sets at $10,392,856.

Television receiver sales in 1954 were the highest on record, totalling 619,428 sets at $214,951,315. In the first four months of 1955 new records were established every month, with total sales of 197,183 sets at $60,754,034.

There are at this date 28 tv stations in operation across Canada, six stations under construction for opening later this year and four applications for new stations. Of the stations now in operation, eight are owned and operated by CBC, which also maintains national program studios at Toronto and Montreal. The Canadian government at present has a policy of permitting only one station in any one city until such time as every part of Canada is covered with tv

WHAT EVERY ADVERTISER SHOULD KNOW ABOUT CANADA...

All-Canada provides the best . . . the most effective Radio-TV Advertising Service in Canada.

HERE'S WHY

✓ All-Canada represents 30 key radio stations—(a combined coverage of 5,112,070 radio homes).

✓ All-Canada represents 16 strategic Canadian television stations—(a combined coverage of 723,470 TV homes).

✓ All-Canada Programs distribute the finest packaged radio and television shows in Canada.

✓ All-Canada offers fast, authoritative coverage data and Canadian market information as a service to all clients.

CHWK	Chilliwack	CKBI	Prince Albert
CFJC	Kamloops	CKCK	Regina
CKOV	Kelowna	CKRC	Winnipeg
CKPG	Prince George	CJSH-FM	Hamilton
CJAT	Trail	CJCS	Stratford
CKWX	Vancouver	CKOC	Hamilton
CJVI	Victoria	CKSO	Sudbury
CFAC	Calgary	CFRB	Toronto
CJCA	Edmonton	CFPL	London
CFGP	Grande Prairie	CKLW	Windsor
CJOC	Lethbridge	CFCF	Montreal
CHAT	Medicine Hat	CHNS	Halifax
CFNB	Fredericton	CJLS	Yarmouth
CHSJ	Saint John	CJCB	Sydney
CFCY	Charlottetown	CJON	St. John's

CHCT-TV	Calgary	CKSO-TV	Sudbury
CKCK-TV	Regina	CKLW-TV	Windsor
CHCH-TV	Hamilton	CHSJ-TV	Saint John
CKWS-TV	Kingston	CJCB-TV	Sydney
CFPL-TV	London	CJON-TV	St. John's, Nfld.
CHEX-TV	Peterborough	CKX-TV	Brandon
CFPA-TV	Port Arthur	CKNX-TV	Wingham,
CJIC-TV	Sault Ste. Marie	CJOC-TV	Lethbridge

ALL-CANADA TELEVISION

ALL-CANADA RADIO
FACILITIES LIMITED

VANCOUVER • CALGARY • WINNIPEG • MONTREAL • TORONTO

ELEVISION
DEPT.

They got my last scent!*

Nobody, advertising to consumers, should place all their resources in one medium alone—nor believe that anything has taken the place of radio as a powerful, profitable medium. Remember—radio is the most economical mass medium available; it reaches more people more of the time than any other medium . . . it reaches people when they are eating, working, playing, relaxing, driving, retiring, rising, reading a book—or, yes sir, even standing on their heads. Radio does it . . . what else can?

In Montreal, one of Canada's biggest and most profitable markets, your advertising can be most effective with CFCF-RADIO. Our staff is lively, imaginative, and happy here. We do great work because of it. In this huge market, CFCF-RADIO enjoys both MASS and CLASS audience. Your advertising will pay off sales-wise because of it. Now, how about it? CFCF-RADIO is represented by All-Canada in Canada, and Weed in the U.S.A.

CANADA'S FIRST STATION
CFCF
RADIO
MONTREAL

** Any similarity between characters as portrayed in this ad and actual advertisers, living or dead, is purely coincidental.*

ST CLAIR
UNION STN

NEW SYMBOL of urbanization. Toronto's traffic pains, like others of Canada's large cities, are on the increase This 4½-mile, $50 million rapid transit system was constructed to help relieve the problem.

stations. This goal has almost been reached and a change in government policy is looked for at an early date. Most Canadian tv stations begin their telecasting day in the early afternoon. Only two cities in Canada now have two stations, Montreal and Ottawa, where the CBC maintains individual stations for the English and French language groups.

Canada is a bilingual country, with two official languages, English and French. This poses an important problem in merchandising. Bulk of the French-language population is located in the province of Quebec. There is in addition a large block of English-speaking Canadians living in the city of Montreal. There are also French-language groups spread throughout Canada, mainly in New Brunswick, northern Ontario, Manitoba, Saskatchewan and Alberta. All these island French-language groups have their own radio stations, broadcasting in French, a development of the postwar years. They are tied together in a French-language network with the stations in Quebec province.

The French-Canadian market differs considerably from the English-language market. Advertising messages which are effective in the English-language areas have to be changed to comply with the customs and thinking of the French-language groups. It is not enough just to translate the message into French, for in addition to differences in culture French-Canadian French has evolved its own idioms which differ considerably from French as it is spoken in France. Canadian advertisers have learned by experience to use French-Canadians brought up in Quebec province to translate their advertising into the idiom of French-speaking Canada.

This same thought, it is interesting to note, applies in some degree to English-speaking Canadians. It is not sufficient to use the same advertising message which sells in the United States or Great Britain and expect similar results in Canada. The Canadian differs to some degree from his cousins south of the international border and across the Atlantic. He can best be approached when addressed in his own idiom, as many international advertisers have found out over the years. Which explains in part why so many large United States and British advertising agencies have in recent years opened branch offices in Canada to service their accounts.

Radio and television advertising continue to gain in percentage of total advertising in Canada. A report from the Dominion Bureau of Statistics, Ottawa, for 1953, latest available, shows that 88 advertising agencies in Canada that year placed about $28 million in radio-tv national billings. This was 18.7% of total national advertising in all Canadian media, and was up 1.1% over the previous year.

There are no official figures on total radio-tv advertising in Canada, but a guarded estimate by CARTB places the total last year of both local and national radio and tv advertising at about $46 million.

MONTREAL

LARGEST Canadian city in population is Montreal, with about 1,455,000 people. Montreal is the second largest French-speaking city in the world. The population is divided roughly two-third French-speaking and one-third English-speaking. Radio and television stations in the city are programmed accordingly. For the French-speaking section there are radio stations CBF, owned and operated by the Canadian Broadcasting Corp.; CKAC, one of the oldest stations in Canada, founded in 1921; CHLP and CJMS, along with CBFT for television. The English-speaking population has CFCF, which claims the record of being Canada's oldest station, having started operations in 1919; CBM, owned by the CBC, and CBMT for television. Using part English and part French programming are CJAD and CKVL, the latter in suburban Verdun.

Montreal is the world's largest inland port city, though almost 1,000 miles inland from the Atlantic Ocean. Located on the St. Lawrence River, it is the terminus of a vast inland waterways system and headquarters of Canada's two transcontinental railways. It is highly industrialized with a variety of industries from oil refineries to railway locomotive shops, and the center of the Canadian garment trade. Montreal and Toronto

In West Coast Canadian Radio Number One Buy is

TOP DOG

COMPOSITE RATING
METRO VANCOUVER
City—122,000 r.h.
Area—134,000 r.h.

7-9	'NW 11.4—51% MORE No. 2—7.0
9-12	'NW 10.1—33% MORE No. 2—7.6
12-3	'NW 9.6—35% MORE No. 2—7.1
3-6	'NW 6.7— 18% MORE No. 2—5.7

CKNW has more local and national advertisers. HERE'S WHY—wide listener leadership—merchandising know how—big league air personalities! To reach the big share of Metropolitan Vancouver . . . 256,000 radio homes—write, wire or phone National Broadcast Sales, Toronto and Montreal; Forjoe & Co., U.S.A.

Top Dog Territory

CKNW

IN CANADA'S THIRD MARKET

B. C. RADIO

DELIVERS THE CUSTOMERS!

CHWK	**CHILLIWACK**
CJDC	**DAWSON CREEK**
CFJC	**KAMLOOPS**
CKOV	**KELOWNA**
CHUB	**NANAIMO**
CKLN	**NELSON**
CKNW	**NEW WESTMINSTER**
CKLG	**NORTH VANCOUVER**
CKOK	**PENTICTON**
CJAV	**PORT ALBERNI**
CKPG	**PRINCE GEORGE**
CJAT	**TRAIL**
CJOR	**VANCOUVER**
C-FUN	**VANCOUVER**
CKWX	**VANCOUVER**
CJIB	**VERNON**
CKDA	**VICTORIA**
CJVI	**VICTORIA**

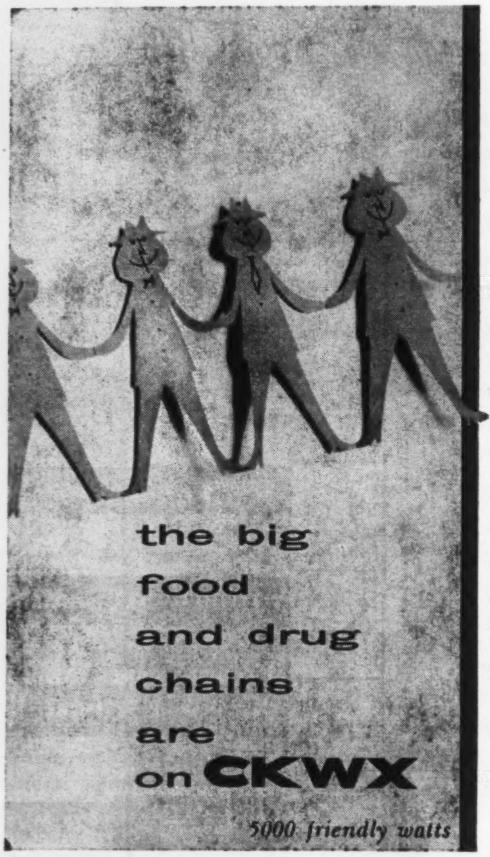
B. C.'s fabulous post-war growth has created a king-size, big-buying market of over 1¼ million people—people with a net-buying income 21% greater than the Canadian average.

You cover this rich, responsive market completely when you schedule B.C. radio. 584,000* sets in use now beam your message morning, noon or night into every corner of the province. No other medium gives you such constant, hard-hitting impact . . . such outstanding value for your advertising dollars.

British Columbians are radio listeners . . . with money to spend! Small wonder more national advertisers are using more B.C. radio than ever.

*D.B.S.

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

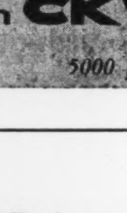


If your products are sold in grocery and drug stores (and these days what isn't!), consider this fact: In Vancouver the big food chains like **SAFEWAY** *and* **B & K** *and* **SUPER-VALU,** *and the* **CUNNINGHAM** *and* **OWL** *drug chains, all choose CKWX for day-to-day radio selling. Last year, chain stores placed seven times more business on CKWX than the year before! How's that for chain reaction?*

reps: All-Canada Radio Facilities Limited
Weed & Company

RADIO VANCOUVER

"CANADA TODAY"



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This 100-page, fact-packed, photo-filled businessman's guide to Canadian opportunity, has been prepared especially for you by Canada's First Bank. For your free copy, write any U. S. office or Head Office, Montreal.

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B of M

BANK OF MONTREAL
Canada's First Bank
625 Branches Across Canada
RESOURCES EXCEED $2,500,000,000

WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB
TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/3 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES
United States: Canadian Station Representatives, Limited
Canada: All-Canada Radio Facilities, Limited

divide about equally on being the financial centers of Canada, each having head-offices of five national banks.

In the postwar decade Montreal has grown from a city of 903,000 to its present 1,455,000. It has absorbed about a quarter of the immigrants who have come to Canada since the termination of World War II. It has spread out with new suburban communities in all directions. Annual building permits have increased from $21,936,000 in 1945 to $205,801,000 in 1954. Retail sales in 1953 were estimated at $1,350,000,000. Average weekly earnings have increased from $32.20 in 1945 to $58.39 in March 1955.

TORONTO

SECOND largest city in population, but largest in area, is Toronto on the north shore of Lake Ontario. Toronto is the center of Canada's mining industry, major financing of which is done from Bay Street offices. Toronto has a stock exchange which often records more daily transactions than the New York Stock Exchange. The city is the largest industrial center in Canada, with industries varying from jet engines and jet military fighters to breweries.

Many United States and British companies have their branch plants in Toronto and its suburbs, including the vast Canadian Ford and General Motors assembly plants. It is the biggest port on the Canadian side of the Great Lakes and last year handled 4,986 ships incoming and outgoing, not only from other Canadian and United States ports, but also from western Europe, South America and the Mediterranean area.

Toronto's population is predominantly Anglo-Saxon, but in the postwar years about 300,000 immigrants from western Europe and Great Britain have given the city a more cosmopolitan flavor. Toronto is the hub of a vast tourist area northward into the Ontario lake districts. It has the largest number of American visitors annually, based on motor counts as well as conventions.

Ten years ago Toronto's population was 670,000. Today the population is approximately 1,200,000. Building permits in the metropolitan Toronto area, which stretches 240 square miles, have jumped from the 1945 figure of $11,520,000 to $336,799,000 last year. Retail sales for 1953 were approximately $1,450,000,000. Average weekly earnings have increased from $32.66 in 1945 to $63.60 early this year.

Toronto is served by radio stations CFRB, CKEY, CHUM, CKFH, CJBC and CBL, the latter two owned and operated by the CBC. Television stations is CBLT (TV).

VANCOUVER

ON THE Pacific Coast, with a background of snowcapped mountains, is Vancouver, Canada's third largest city and one of the world's largest ocean seaports. Vancouver's population of 577,000 is double that of a decade ago. In the immediate postwar years the trek from all over Canada was toward Vancouver, and the suburban development attests to this. Building permits in the 10-year postwar period have jumped from

$16,848,000 in 1945 to $10,510,000 in 1954.

Vancouver is served by CBUT (TV), affiliated with CBU (radio), both operated by the CBC, also by radio stations CKWX, CJOR, CKNW, CFUN and CKLG. Vancouver's largely English-speaking population, with some Oriental-language groups, in 1953 bought merchandise and services valued at roughly $500,000,000. Average weekly earnings have jumped from $33.58 in 1945 to $62.30 this year.

In the past ten years Vancouver has become much more industrialized and today its industries include oil refineries, steel mills, sawmills, canneries, breweries, automotive assembly factories, petrochemical plants and numerous light manufacturing industries. Vancouver is becoming a major aviation center, with airlines operating from it not only to all parts of North and South America, but also to Asia and Australasia.

WINNIPEG

THE transportation hub of central Canada, the city of Winnipeg is now fourth largest urban center, with a population of 373,000. It has grown from 222,000 at the end of World War II. Little more than 80 years ago it was just a fur trading post. While mainly a rail and air transportation center before World War II, it is today a thriving industrial city.

Once Winnipeg's population depended on grain crops from western provinces moving eastward to the Great Lakes ports and across the ocean to Europe, while manufactured goods came westward from eastern Canada. Today, manufacturing includes a huge garment industry, oil pipeline facilities, electrical appliances, transportation equipment, food industries and paper products.

Winnipeg is served by one tv station, CBWT (TV), and its radio affiliate CBW, both owned by CBC, as well as radio stations CKRC, CKY, CJOB, and by CKSB, across the Red River in the French-speaking neighboring city of St. Boniface.

Winnipeg residents in 1953 spent about $341,000,000 on merchandise and service, according to the latest retail sales estimates. Earning power of Winnipeg workers has increased from a weekly average of $29.60 in 1945 to $54.79 early this year. Building permits reflect city growth, both industrial and residential, increasing from $7,824,000 in 1945 to $67,879,000 last year.

OTTAWA

CANADA's capital city of Ottawa, with a population of almost 300,000, is about twice as big as it was during the peak of World War II. Canada's growing importance in world affairs is reflected in the growth of the city, which has few industries and is mainly a civil service center. Neighboring Hull, across the Ottawa River in Quebec Province, with a population of 46,000, has increased by only 13,000 in the same period.

Ottawa's industries are in the main tied in with the lumbering business, for which the city is ideally located at the junction of the Ottawa and Rideau rivers. Lumber comes down the rivers to pulp mills in Hull. In Ottawa there is considerable paper and wood products business, printing, food and beverage business. Retail stores cater not only to a large population, both English and French-speaking, working for the government and industry, but also to a growing diplomatic corps, which has expanded rapidly in the postwar period.

Ottawa retail sales for 1953 are estimated at roughly $235,000,000 and for Hull at $35,000,000. Building permits in the Ottawa-Hull area in 1945 amounted to $3,012,000 and last year to $65,692,000. Average weekly earnings were $29.33 in 1945 and early this year were $55.69.

Ottawa area is served by two tv stations owned by the CBC, CBOT (TV) for the English-speaking population and CBOFT (TV) for the French-language group. CBC operates radio station CBO; independent stations in Ottawa are CKOY and CFRA. In Hull there is a French-language station, CKCH.

QUEBEC CITY

NEXT to Montreal, largest French-speaking city in Canada, is Quebec City, capital of Quebec Province. In Canada's sixth largest city practically all 294,000 inhabitants speak French, though a small proportion are Anglo-Saxon. The population has almost doubled in the postwar decade. The Quebec flag, with the French fleur-de-lis, is seen everywhere. Historic sites, narrow streets and a magnificent location on the heights overlooking the mile-wide St. Lawrence River, have made the city a major tourist attraction, and tourism is its main business.

Quebec City in the past few years has been attracting numerous industries. It is

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THE MARITIMES HUB

CKCW-TV

Moncton, New Brunswick

In the Eastern Maritimes, airways, railways and highways all lead to Moncton—one of Canada's most bustling cities.

But it's the CKCW-TV airways—which lead to sure sales in this $263 million market.

Read the post-war record lately? Moncton — fastest growing in Canada's four Atlantic provinces. Moncton—where thousands of people tote up annual retail sales to $224 million and where CKCW-TV is the *only* television station serving the greater part of this market. Exclusively.

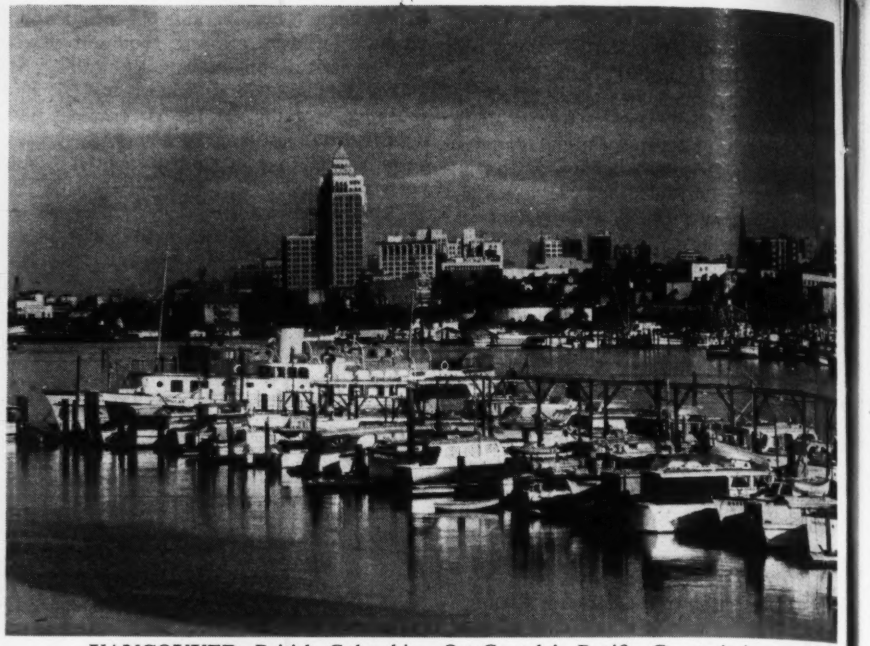
If you want exclusive viewers—exclusive buyers—put CKCW-TV on the schedule. And if you want loyal listeners—loyal for two decades—add in CKCW RADIO. For the facts fast, its Stovin in Canada and Adam Young in the U.S.

CKCW-TV

MONCTON, NEW BRUNSWICK

The Hub of the Maritimes

ADAM YOUNG NATIONAL REP.



VANCOUVER, British Columbia. On Canada's Pacific Coast, it is an industrial seaport for world trade, and is the dominion's third largest city. Honors as an air transportation center are being added to the seafaring reputation it already boasts.

an important shipping center for lumber and grains. The iron ore development in northern Quebec is expected to further push industrialization of the city, with plans for steel industries. Paper production is one of the largest industries.

Quebec's retail stores in 1953 did some $200,000,000 in business. Building permits in 1945 amounted to $4,356,000 and last year $31,143,000. Average weekly earnings were $49.47 early this year as against $28.83 in 1945. Quebec has one tv station, CFCM-TV, in which radio station CHRC has a financial interest. Other radio stations serving Quebec are CBV, owned by CBC, CJQC and CKCV.

HAMILTON

THE steel center of Canada is Hamilton, 40 miles west of Toronto on Lake Ontario, with a population of about 278,000. This is up almost 100,000 in the past decade, with many new Canadians settling there in the postwar period. In addition to steel, Hamilton is an important electrical appliance manufacturing center, has automotive parts plants, chemical plants and is a center for the tobacco and fruit crops raised in nearby areas of southern Ontario.

Hamilton, like other Canadian cities, has had a major building boom, not yet finished with industrial expansion of steel mills now underway. Building permits which in 1945 amounted to $5,556,000, last year totalled $54,164,000. Average weekly wages in 1945 were $32.89; early this year they were $63.79. Retail sales in 1953 were estimated at about $258,000,000.

Hamilton is served by one tv station, CHCH-TV, jointly owned by the city's radio stations CKOC, CHML and the former CJSH-FM.

EDMONTON

THE oil boom which started in 1947 at Leduc, near Edmonton, resulted in a phenomenal development for that city, most northern large city in Canada. Edmonton is located some 350 miles north of the international border, now has a population of about 200,000 as compared to about 95,000 ten years ago. Large new office buildings and hotels attest to the oil industry's growth, while petrochemical plants, oil refineries and pipelines have become the major industries. Edmonton is also the air gateway to the northern goldfields, uranium mines and the vast new mineral developments in the sub-Arctic. Edmonton is used by internationl airlines on routes to the Orient and Alaska.

Edmonton's population in 1953 spent about $195,000,000 in retail stores and for services. Building permits have jumped from $7,992,000 in 1945 to $70,052,000 last year.

Edmonton has one television station CFRN-TV. Radio receivers are tuned to CJCA, which began operations in 1922, CFRN, CBX, CHED, French-language station CHFA and educational station CKUA.

WINDSOR

OPPOSITE Detroit and, interestingly enough, south of that city, is the Canadian city of Windsor, population about 173,000.

National Advertisers

When Shopping for **BIG RETURNS** in the Maritimes, your best **"MARKET BASKET"** is CHNS . . . Ask

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They also know about our new
5000-WATT TRANSMITTER

HALIFAX NOVA SCOTIA

CHNS

HALIFAX NOVA SCOTIA

Because of its location, Windsor is chiefly an automotive city, with main Ford and Chrysler factories located there. Numerous automotive parts manufacturers are also at Windsor, along with breweries and distilleries. As a border city, many of Windsor's citizens take the bridges, tunnels and ferries daily to Detroit to work there, and there is a similar stream of Detroit residents who cross daily to work in Windsor.

Retail sales in Windsor in 1953 were about $147,000,000. The population has increased from about 110,000 in 1945, and construction has been mainly of an industrial nature, with building permits for all types of construction amounting to $28,356,000, last year as compared to $1,956,000 ten years ago. Average wages have increased from $40.39 in 1945 to $70.26 early this year.

CKLW-AM-TV is the main station in Windsor, with CBC operating radio station CBE. Proximity to United States gives Windsor residents a larger choice of tv stations than is found in any other Canadian city.

CALGARY

THE city best known for its annual rodeo, the Calgary Stampede, is Canada's tenth largest market. Calgary has long been an important oil center and is the market for southern Alberta's vast agricultural and stock-raising district. Its industries include meat-packing and light manufacturing. Retail sales in 1953 were roughly $180,000,000. Building permits in the city, whose population has grown from 90,000 in 1945 to 152,000 today, have jumped from $7,284,000 ten years ago to $47,017,000 last year.

Calgary has one television station, CHCT-TV, owned by the city's three radio stations, CFCN, CFAC and CKXL.

MINING MARKETS

MINING being a major industry in Canada, a number of small cities have grown up in the past 30 years about the gold, copper and base metal mines. Typical are Timmins, Kirkland Lake, Sudbury and Trail, the first three in northern Ontario, the latter in British Columbia. Timmins and Kirkland Lake were built mainly about gold mines. Copper and other base metals have been developed to some extent since. Kirkland Lake has a population of about 16,700 and Timmins about 27,200. Radio station CKGB serves Timmins, CJKL Kirkland Lake. Because of the metal content of the area radio reception is not good from the outside.

Sudbury is primarily a nickel producing city, having the world's richest nickel mines. Its roughly 50,000 people spring from a variety of east European language groups and in recent years large French-speaking groups have moved into the region. To serve the French-speaking population, radio station CHNO began operations in 1947. Other language groups are served by CKSO-AM-TV, the first independently-owned tv station to go on the air in Canada in 1953.

Trail is located in the Rocky Mountains and produces a wide variety of minerals including lead, zinc, silver and as by-products

CALGARY
100,000 WATTS
Desirable! Available!
CHCT-TV
Let channel 2 build sales for you
CANADA'S
NO. 1 TEST MARKET

Danny Dial says:
"MONTREAL
listens most to
CJAD"
NOW 10,000 WATTS
★ FIRST with the news ★ FIRST with sports results
★ FIRST with English speaking listeners in Canada's greatest metropolis ★ a CBS affiliate
Representatives:
RADIO TIME SALES LTD.
Montreal - Toronto
dial 800

chemical fertilizers. Its sprawling mines and refineries keep almost 4,000 households going, with a total population of close to 12,500. Retail sales last year amounted to about $16,600,000. CJAT serves Trail and its environs.

RAILWAY MARKETS

IN ADDITION to the major cities which serve as railway traffic centers, a number of Canadian cities are mainly railway cities. Typical are Moncton, New Brunswick, and North Bay, Ont.

Moncton is the chief distribution point for railways in the Canadian Atlantic Coast provinces. In recent years it has also become an important industrial center, mainly for light manufacturing. Its 29,000 people spent some $48,000,000 in retail sales in 1953. The city is noted for its annual music festival. Radio and television are supplied by CKCW-AM-TV.

Similarly, North Bay in northern Ontario acts as a rail distribution center for traffic in all four directions. Prospecting for uranium and other strategic minerals in the area in the past few years has brought mining as another possible major industry. Some light manufacturing and assembly industries have begun operations in this city of 20,000, which is served by radio station CFCH and will soon have a television station in operation, for which a recommendation was made by the CBC board of governors in June. To tourists, North Bay is best known as the home of the Dionne quintuplets who were born in suburban Callander.

THE SETS THEY USE

Radio Homes in Canada

(Estimated as of Jan. 1, 1954, by The Bureau of Broadcast Measurement, Toronto, Ontario)

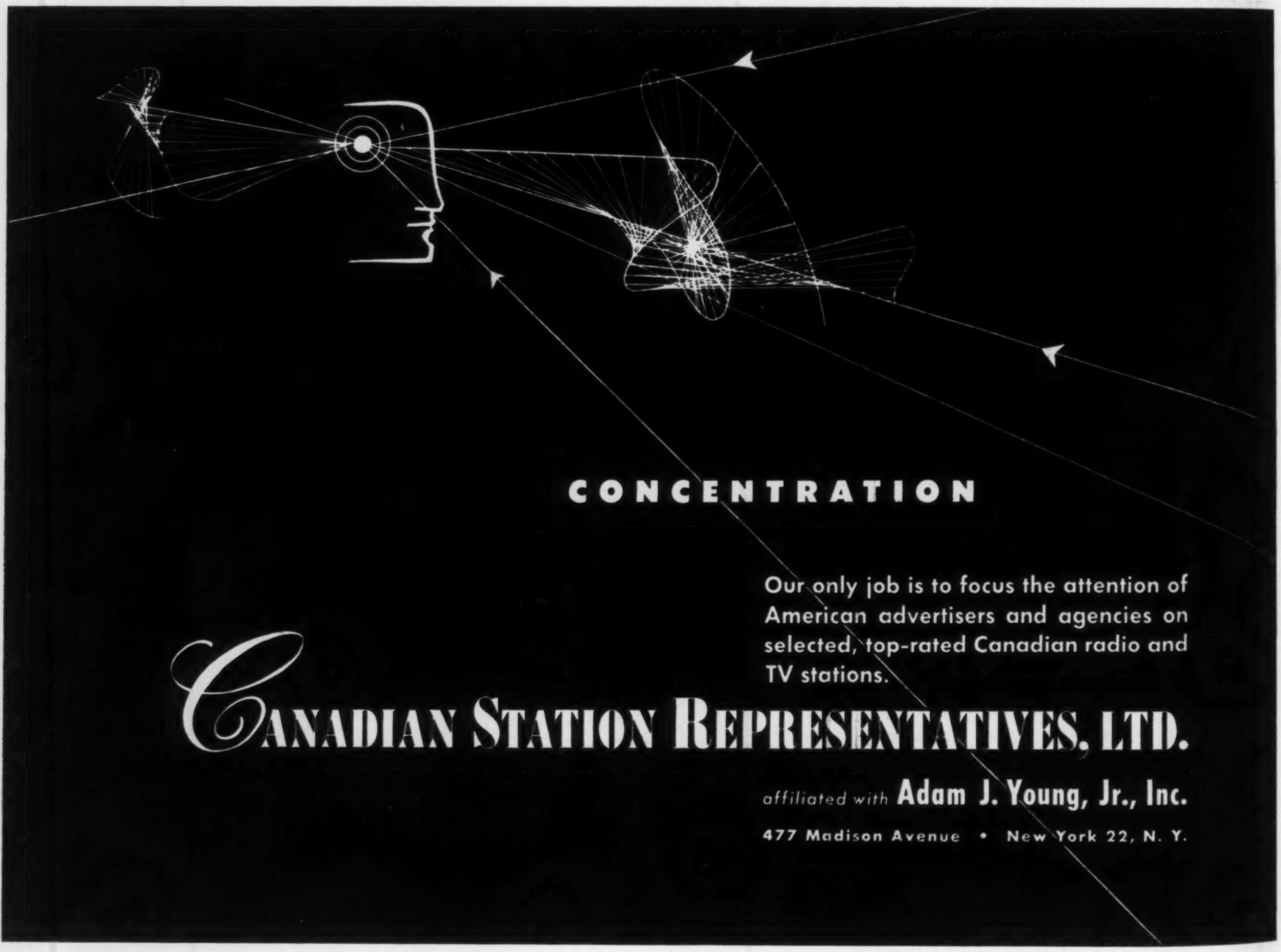
Province	Population	Households	Per-Cent Radio	1954 Radio Homes
Alberta	1,023,000	283,000	93.6	265,000
British Columbia	1,252,000	393,000	96.7	380,000
Manitoba	820,000	226,000	95.1	215,000
New Brunswick	543,000	129,000	95.3	123,000
Newfoundland	390,000	82,000	87.8	72,000
Nova Scotia	671,000	172,000	97.1	167,000
Ontario	4,997,000	1,378,000	97.1	1,338,000
Prince Edward Island	108,000	24,000	91.7	22,000
Quebec	4,342,000	958,000	97.4	933,000
Saskatchewan	871,000	241,000	96.7	233,000
Canada	15,018,000	3,886,000	96.4	3,748,000

	1946	1954
Home Radios*	3,001,600	6,016,800
Car Radios*	21,940	1,008,000

* Canadian Assn. of Radio & Television Broadcasters.

Tv Sets in Canada May 31, 1955, (Radio-Tv Mfrs. Assn. of Canada)

Atlantic Coast Provinces (4)	52,051
Quebec	413,055
Ontario	744,429
Prairie Provinces (3)	112,793
British Columbia	105,661
Canada	1,427,989



CONCENTRATION

Our only job is to focus the attention of American advertisers and agencies on selected, top-rated Canadian radio and TV stations.

CANADIAN STATION REPRESENTATIVES, LTD.

affiliated with Adam J. Young, Jr., Inc.

477 Madison Avenue • New York 22, N. Y.

Mr. Vincent Sillitta, Traffic Manager of Clarostat Mfg. Co., Inc., discloses

"How this guided missile gets there on time!"

"... 5, 4, 3, 2, 1, *fire* ... and a Clarostat product helps head the missile for an 'enemy' bomber!

"But before its deadly rendezvous, that tiny part of the missile's 'brain,' a Clarostat resistor, had to keep another vital appointment—with the Guided Missile production schedule.

"That date was kept by Air Express!

"We ship up to 15,000 pounds of Clarostat Resistors per month by Air Express. Their sizes range from the one mentioned above—finer than a human hair—to shipments weighing one hundred pounds and more.

"With Air Express help, we can meet extremely exacting delivery specifications. Yet most shipments cost *less* than by any other air service. A 25 lb. shipment from Boston to Toledo, for instance, costs $6.45. That's 5¢ *less* than the next lowest air carrier—and the service can't be compared!"

It pays to express yourself clearly. Say Air Express!

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS ... *division of* RAILWAY EXPRESS AGENCY

(Government continues from page 52)

U. S.-MEXICO TALKS START IN CAPITAL

Conference to iron out radio spectrum problems gets underway in Washington.

U. S.-MEXICAN conference to establish a treaty on the use of radio frequencies got off to an amicable start last week in Washington, when the renewed talks (they began last winter in Mexico City) buckled down to specifics.

One American conferee reported that he was "optimistic." That means, he explained, that there was a 50-50 chance of success. He said that by tomorrow or Wednesday, it would be apparent whether there was going to be a treaty.

Primary issue involves the secondary use of North American Class 1-A channels. Also among other issues was the category in which the relatively new 540 kc band should be placed.

The U. S. delegation was again headed by FCC Comr. Rosel H. Hyde, with John C. Cross, State Dept., as vice chairman.

The Mexican delegation is headed by Carlos Nunez, chief, international affairs dept., Ministry of Communications & Public Works, with Lazaro Barajas, chief, technical dept., Ministry, vice chairman.

Hobby Quits Cabinet Job, Becomes 'Houston Post' Head

MRS. OVETA CULP HOBBY, who resigned Wednesday as Secretary of Health, Education & Welfare, is returning to Houston Aug. 1 to become president of the *Houston Post* (KPRC-AM-FM-TV). She had confided to friends some time ago [CLOSED CIRCUIT, May 23] that she expected to resign from the Cabinet at the insistence of her husband, former Gov. William P. Hobby of Texas, who is seriously ill.

President Eisenhower called a special news conference Wednesday morning to announce her resignation. "Oveta, this is a sad day," he said, recalling their first meeting in London in 1942 when Mrs. Hobby was head of Women's Army Corps. He quoted a comment by Secretary of the Treasury Humphrey, terming her "the best man in the Cabinet."

The President praised her "calm confidence in the face of every kind of difficulty." She had planned to resign earlier but refused to act while under political fire in connection with the polio vaccine controversy.

Been in 31 Months

Mrs. Hobby, 50, had been in the Cabinet 31 months. A native of Kileen, Tex., she went to work for the *Post,* marrying Gov. Hobby, publisher, in 1931. She is a conservative Democrat, and supported the Eisenhower campaign in 1952 when Texas went Republican. Gov. Hobby, 77, who has been in ill health for some time, becomes chairman of the board of the *Post*.

The President said he was nominating Marion B. Folsom, Undersecretary of the Treasury, to succeed Mrs. Hobby in the Cabinet. Mr. Folsom is a former treasurer of Eastman Kodak Co. He joined the Administration in 1953.

WCAX Public Affairs Head Admits to Former Red Ties

THE public affairs director of WCAX-AM-TV Burlington, Vt., testified last week before a Senate Internal Security subcommittee that he had been a Communist Party member "for several months" in 1937.

Charles S. Lewis, appearing voluntarily, told the Senate unit that he had been recruited into the Communist Party when he worked for the now defunct *Brooklyn Eagle*.

He quit after he had been ordered to "finger" a non-striking fellow *Brooklyn Eagle* employe for a beating.

Mr. Lewis was one of those mentioned as CP members by CBS newsman Winston M. Burdette last month to the Senate security group [B•T, July 11].

WCAX President C. P. Hasbrook stated, following last Wednesday's appearance by Mr. Lewis, that he was reserving judgment until he could read the full transcript. He said that Mr. Lewis had told him the same story when his name was first mentioned by Mr. Burdette.

Security Charges Preferred

Mr. Lewis was rigorously questioned about his work as chief of the radio control branch (RIAS), Office of Military Government in American-occupied Germany after World War II. He said he resigned from government service in 1952 after being informed that security charges had been preferred against him.

Among a dozen newsmen called by the subcommittee, most of whom had been named by Mr. Burdette, was Hans Bruno Meyer, a U. S. correspondent for several German radio stations. Mr. Meyer had worked with Mr. Lewis in Germany. He was described as a nephew of the late Albert Einstein.

11,717 TONS OF FLOUR!!

Just one five pound sack of your flour sold in a month to the radio homes in WGN's area would mean more than 11,717 TONS sold per month!*

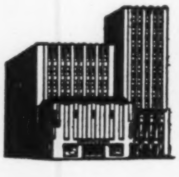
WGN reaches more homes than any other advertising medium in Chicago, and our *Complete Market Saturation Plan* has proven it can sell your product to these homes.

*Nielsen Coverage Service

A Clear Channel Station
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



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Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

GOING PLACES *underground with Cities Service...*

Cities Service transported more oil through more miles of pipeline in 1954 than ever before in Company history. Reason for this bustling underground activity—more Cities Service customers than ever before in Company history!

CITIES SERVICE
A Growth Company

Number 11 of a series

WSPA-TV Transmitter Move Hearing Reopened by FCC

RECORD was reopened last week in the FCC hearing on the move of ch. 7 WSPA-TV Spartanburg, S. C., transmitter from Hogback Mt. to Paris Mt. The move is under protest by WAIM-TV Anderson and WGVL (TV) Greenville, S. C., both uhf stations.

On the stand were Walter Brown, president of the Spartanburg tv station, Andrew Ring, WSPA-TV's consulting engineer, and Herbert V. Akerberg, CBS vice president in charge of stations relations.

Mr. Akerberg, under cross examination, told how Mr. Brown sought a CBS affiliation when WSPA-TV was first granted. Since the signal from Hogback Mt. would "look down" into Charlotte—its Grade A contour was almost into the North Carolina city, Mr. Akerberg said—CBS refused to affiliate. This was, Mr. Akerberg explained, because CBS already had a basic affiliation with WBTV (TV) Charlotte. When Mr. Brown reported later that WSPA-TV would move to Paris Mt. CBS agreed to affiliate, Mr. Akerberg said. He declared that it was his understanding that the Paris Mt. site was the permanent site for WSPA-TV.

The Anderson and Greenville stations protested the move of the Spartanburg station's transmitter to Paris Mt. on the ground that it conflicted with the table of allocations—making WSPA-TV a Spartanburg-Greenville station.

Hogback Mt. is 26 miles from Spartanburg, 23 miles from Greenville and 52 miles from Anderson. Paris Mt. is 27 miles from Spartanburg, 5 miles from Greenville and 34 miles from Anderson. Both are in Greenville County. From Hogback Mt., WSPA-TV would have had city service in Spartanburg, Greenville and Anderson, WSPA-TV maintained, just as it will from Paris Mt.

The protesting stations also charged that WSPA-TV's first move to begin operation temporarily from Paris Mt. was part of a plan to make Paris Mt. the permanent WSPA-TV site.

The case has seesawed between the FCC and the courts. The present hearing was court-ordered last spring [B•T, March 28].

Unions Accused of Financing Radio-Tv Political Campaign

OFFICIALS of the United Automobile, Aircraft & Agricultural Implement Workers of America (CIO) have been subpoenaed by a federal grand jury investigating, at Dept. of Justice instigation, charges of violating federal laws in financing radio-tv broadcasts during political campaigns.

Union records have been subpoenaed in connection with the Michigan senatorial campaign in 1954 and 1955. The grand jury will decide if the union should face trial for support given political candidates, particularly in connection with radio-tv broadcasts by Guy Nunn, commentator. Laws involved are the Corrupt Practices Act and Taft-Hartley Act.

A publicity release from UAW charges the investigation "was inspired and engineered" by John Feikens, Republican political leader, and Arthur E. Summerfield, Postmaster General. The union contends no money from its general fund is used to support candidates, adding that any contributions have been made from voluntary contributions by CIO-UAW members. Its radio-tv programs are described as enabling the union "to communicate with its members and the general public and to stimulate a better understanding of union issues and matters of public policy and to encourage greater participation in citizenship responsibilities."

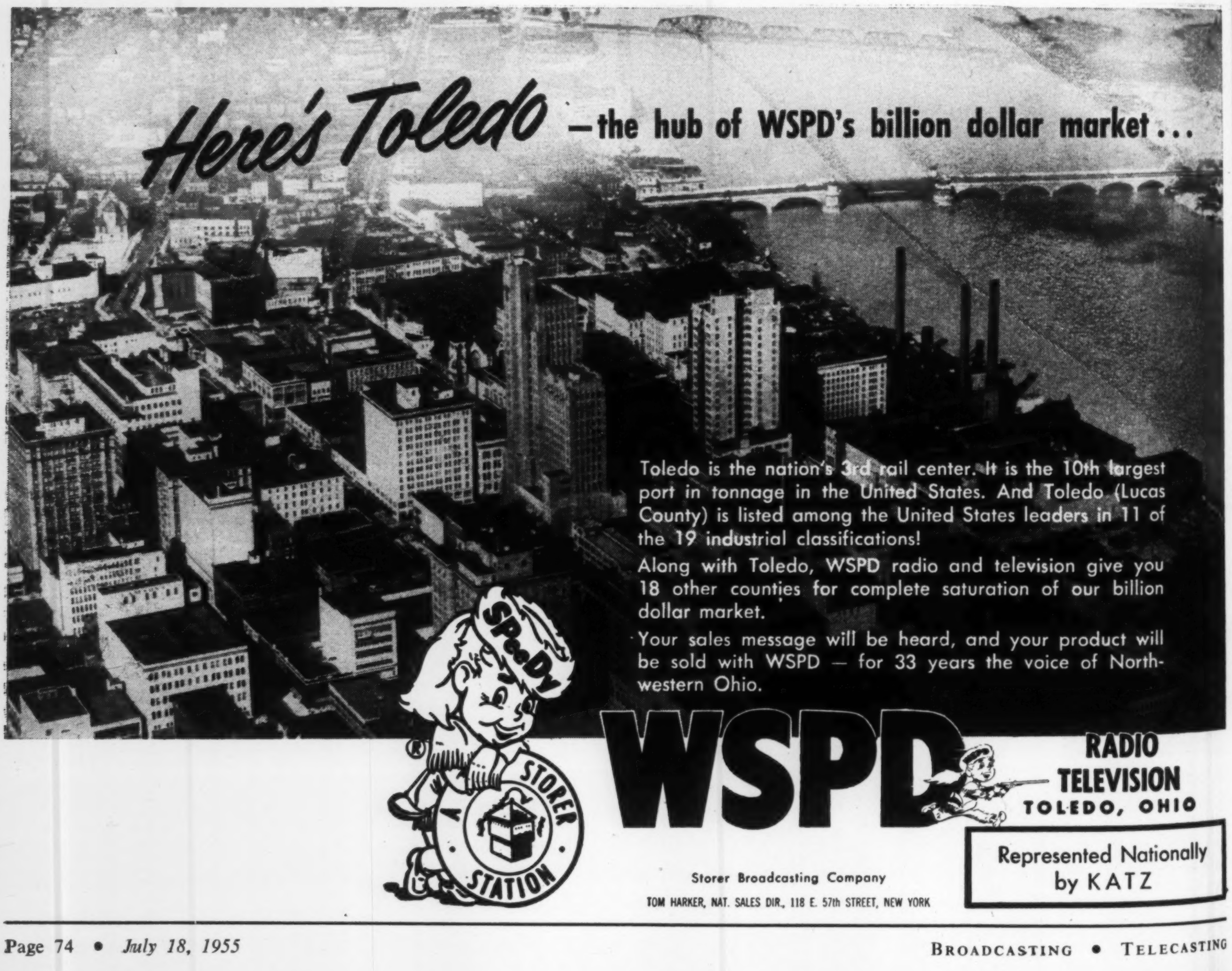
FCC Threatens to Revoke KSDA License for Non-Filing

FOR FAILURE to file ownership reports, nine months overdue, the FCC last week ordered KSDA Redding, Calif., to show why its license should not be revoked.

A license was granted the station Sept. 14, 1954. No word has been received from the station since, the FCC said. The rules state that ownership reports are to be filed 30 days after a station receives a permit. The Commission sent forms to KSDA Nov. 24, 1954, and follow up requests were made in January, March and April, the FCC order showed.

In addition, discrepancies in the ownership reports filed by KSDA in June 1954 still have not been cleared, the FCC reported. These latter reports were due 30 days after the original grant in February, according to the FCC.

Rowland H. Dow is president of KSDA (250 w on 1400 kc), which has 30 days to reply to the Commission's order.



Toledo is the nation's 3rd rail center. It is the 10th largest port in tonnage in the United States. And Toledo (Lucas County) is listed among the United States leaders in 11 of the 19 industrial classifications!

Along with Toledo, WSPD radio and television give you 18 other counties for complete saturation of our billion dollar market.

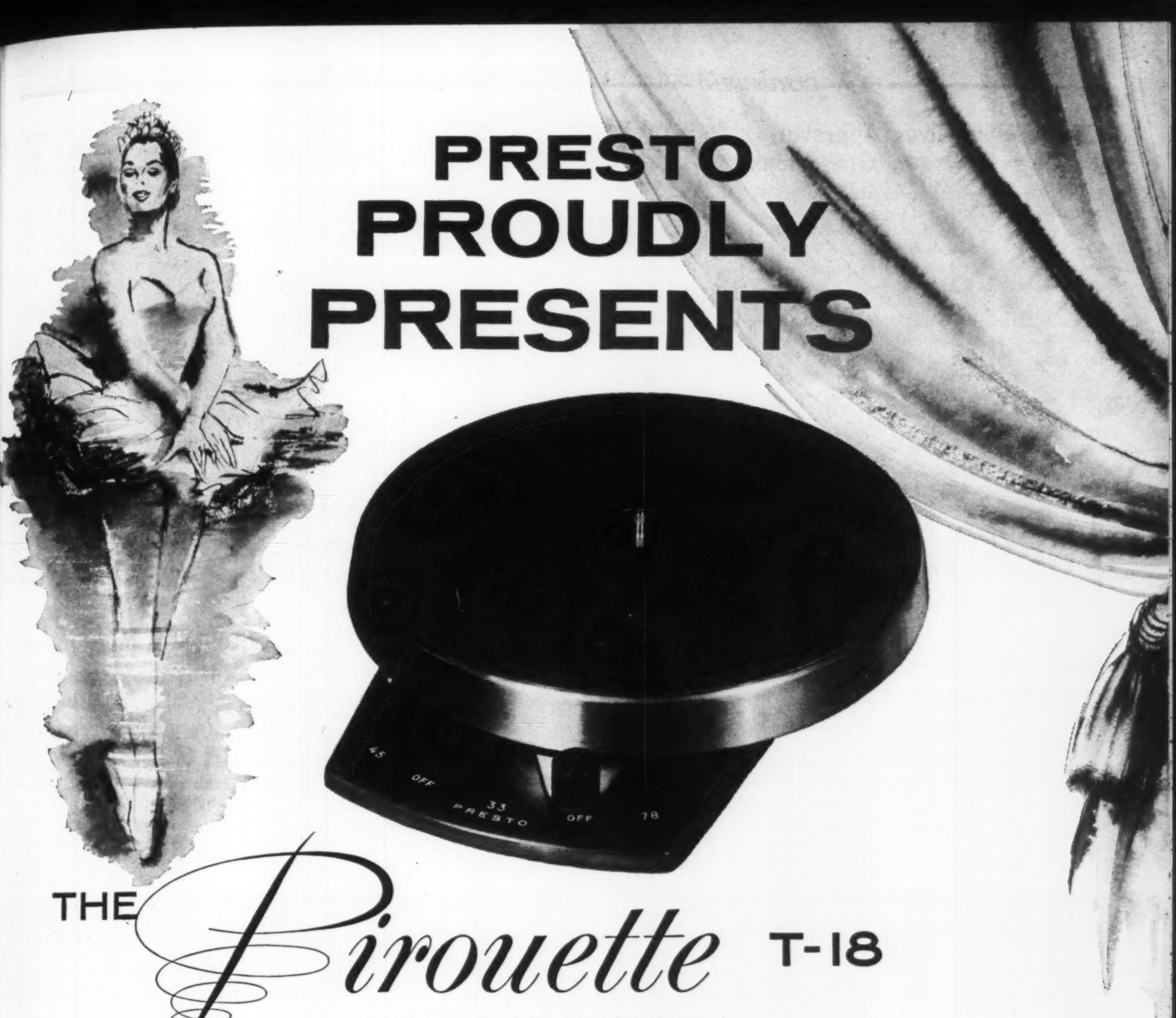
Your sales message will be heard, and your product will be sold with WSPD — for 33 years the voice of Northwestern Ohio.

WSPD
RADIO
TELEVISION
TOLEDO, OHIO

Storer Broadcasting Company
TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

Represented Nationally by KATZ

PRESTO PROUDLY PRESENTS



THE *Pirouette* T-18

a triumph of new design...
the world's finest hi-fi turntable
for professional and home use

Topping the achievement reached by all previous PRESTO turntables is the new PIROUETTE T-18. This magnificent mechanism is streamlined to the nth degree... inside and out. Its beauty and balance of design... its brilliant performance... has inspired the name PIROUETTE... winning entry in a nationwide PRESTO contest run for hi-fi fans and experts. There is no finer choice than PIROUETTE T-18 for rugged professional use or home enjoyment.

PIROUETTE has all the revolutionary PRESTO developments in turntable design. The famous flick shift that selects 3 speeds with a simple sideway motion of the single control lever. The single movable plate on which the 3 idlers are mounted is the heart of the mechanism! Elimination of trouble-making arms and shift cams. All in a heavy weight turntable that looks unbelievably light and graceful... in sleek telephone black and brushed chrome finish. Mounting requires simple rectangular cut-out.

Price: $53.50; with hysteresis motor $108.

{ See PRESTO's PIROUETTE T-18 at the Wescon Show
Booth 1627 August 24, 25, 26 }

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RECORDING CORPORATION
PARAMUS, NEW JERSEY

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WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

PRESTO RECORDING CORPORATION,
High Fidelity Sales Div. **Department B•T**
PARAMUS, NEW JERSEY

Please send me illustrative data and specifications on the new PRESTO PIROUETTE T-18 turntable.

Name...

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City..

Zone............State..

Commission Gives Approval To Five New Am Operations

FIVE AM stations were granted construction permits by the FCC last Thursday.

In Rusk, Tex., E. H. Whitehead, a local weekly and monthly newspaper publisher, was granted 1580 kc, 500 watts to operate on a daytime-only basis.

Thomas F. Alford and F. E. Barr, doing business as the Carthage (Tex.) Broadcasting Co., were granted permission to operate a station there on 1590 kc, 1 kw day.

St. Joseph, Mo., is the site of a new am on 1270 kc, 1 kw day licensed to Broadcast Group Inc. whose principals include J. D. Spears, Peter T. Scott, and Kenneth E. Bigus.

Leo Joseph Theriot was granted a station for Golden Meadow, La., to operate on 1600 kc with 500 watts day.

A station to operate in Klamath Falls, Ore., was granted C. E. Wilson, P. D. Jackson and W. H. Hansen doing business as K-Lad Broadcasters. The station is to operate on 900 kc, 1 kw day. All K-Lad principals are associated in ownership of KBOY Medford, Ore.

FCC Hearing Issue: Can City Support Second Am Station

THE ECONOMIC potential of a market to support more than one am station became a major issue last week when the FCC postponed the grant of a new am station pending a hearing on a protest.

WKYV Harlan, Ky., had its grant postponed until a full hearing can be held at which WHLN there is to produce evidence to show the Harlan market lacks economic resources to sustain two stations.

To support its stand WHLN, owned by the Blanfox Radio Co., said that "even with economical operation" it has been operating at a loss since 1953, including the first quarter of 1955.

A grant was made last May without a hearing to Ky-Va. Broadcasting Corp. (WKYV) for 1410 kc, 1 kw day. On the same day, WHLN was granted a change in facilities from 1230 kc, 250 w, to 1280 kc, 1 kw day.

WKYV disputed the charge that Harlan can't support two stations.

The hearing is to determine if WKYV is financially qualified and if the Harlan market will provide sufficient revenues to the proposed station to permit it to adequately serve the public. Also up for determination is whether the advertising potential is so slight that both stations, the existing one and the proposed, would go under or force them to provide inadequate service.

Washington Stations Protest Wolfson Refusal of Radio-Tv

REFUSAL of Louis E. Wolfson, financier and chairman of the board of Capital Transit Co., Washington, to permit telecasting of his appearance before a Senate subcommittee drew protests last week from local stations. Sen. Pat McNamara (D-Mich.) had said he did not object to radio-tv coverage but the witness, whose trolleys and buses were idle because of a strike, wouldn't allow pickups. He answered radio-tv questions outside the Capitol after completing his testimony.

Protests were made by John S. Hayes, WTOP-AM-TV president; Leslie G. Arries Jr., WTTG (TV) Washington general manager, and William Costello, president of the Radio-Television Correspondents Assn.

WTRI (TV) Transfer Sought

REQUEST was filed last week with the FCC to transfer control of the now defunct ch. 35 WTRI (TV) Albany, N .Y., from Troy Broadcasting Co. (WTRY Troy, N. Y.) to the National City Bank of Troy as trustee for the individual stockholders of Troy Broadcasting Co. Col. Harry Wilder is principal stockholder of Troy Broadcasting Co., which owns 50% of WTRI. The other 50% of the suspended Albany tv station is owned by Stanley-Warner Theatres Inc.

WTRI is fighting the acquisition of ch. 41 WROW-TV (and WROW) Albany by Lowell Thomas and associates. It has also urged that the Commission establish the Albany-Schenectady-Troy area as an all-uhf market by removing ch. 6 (WRGB [TV] Schenectady), and is opposing the request of WROW to allocate ch. 10 to the Albany area (Vails Mills, N. Y.).

Unlock Educational Vhf?

REQUEST to remove the educational reservation from ch. 3 College Station, Tex., was made July 8 to the FCC by John M. Lawrence III, representing a group of local businessmen. In place of ch. 3, the petition suggests the educational reservation be applied to either chs. 48 or 51, already allocated there. No applications are pending for any of College Station's frequencies.

HERE'S A MARKET

52% ABOVE U. S. AVERAGE!

From their farms alone, each Kansas farm family wound up the year with $8,830 in the bank—**after taxes!** That's 52% **above** the national average!*

What's more, WIBW delivers this entire market—all tied up in a single package. Year in and year out, every Whan survey consistently shows that these big-income farmers listen **more** to WIBW than any other radio station.

We've got the listeners. They've got the cash. Give us the word and we'll give you the sales.

* Consumer Markets, 1955.

"See Your Capper Man" WIBW CBS RADIO

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.

Grand Canyon, Arizona

Four miles wide and a mile deep... *and it belongs to you!*

For sheer impact, the Grand Canyon of the Colorado River is a spectacle unmatched in all the world – a titanic gash in the earth's surface four to eighteen miles wide and a mile deep, in which the Empire State Building would be reduced to insignificance. It's a strange land of violent color, where spring flowers bloom down in the canyon while February snows cover the rim. As a national park it belongs to you.

Carved by the waters of the Colorado, the Canyon presents in its rock strata the world's finest record of geologic time. In its task, the mighty, muddy river carries half a million tons of silt a day past any given point – enough material to fill 10,000 freight cars. Small wonder that its waters have been described as "too thick to drink and too thin to plow."

The size, the color, the silence of the Canyon produce a wide range of reactions. Some viewers are exalted... some, humbled... some, mystified... some, frightened. But the Colorado just keeps on with the job. Typically American in spirit, it may get boisterous and rambunctious at times... but its handiwork is the wonder of the world.

Sinclair Salutes the American Planning and Civic Association

Sinclair salutes the American Planning and Civic Association, one of the nation's oldest conservation organizations, for its help in establishing the National Park Service and its constant efforts to stimulate interest in the Parks.

Founded in 1904 under the leadership of Dr. J. Horace McFarland, the Association today has a nation-wide membership with headquarters at 901 Union Trust Building, Washington, D.C. One of its principal purposes is to develop, in all Americans, a better understanding and appreciation of the National Parks as part of our priceless national heritage.

Free TOUR INFORMATION

Ask for our United States Map featuring the National Parks and Monuments. If you would like to drive to any of the National Parks, let us help you plan your trip. Write: Tour Bureau, Sinclair Oil Corporation, 600 Fifth Ave., New York 20, N.Y.

SINCLAIR

A Great Name in Oil

Two Youths Arrested For Radioing Fake SOS

PERPETRATORS of a fake SOS—which set off an extensive Coast Guard search—were charged last week with illegal operation of a radio station and with sending false distress messages.

Two youths were said to have broken into a moored vessel in New Jersey and used its voice radio to broadcast that a fishing boat in the Atlantic had exploded and its 21 survivors were being rescued by a foreign submarine.

The Coast Guard made a thorough search for 30 hours and costing between $50,000 and $100,000 before it was discontinued. The two boys, age 17 and 21, were arrested by Long Island police and charged by the United States District Court in Brooklyn.

Under present laws the youths may receive a maximum sentence of two years in prison and a $10,000 fine. However, Rep. Francis E. Dorn (R-N. Y.) last week introduced an amendment to the law which would increase the penalty for illegal use of radio from two to 10 years in jail. The fine remains at $10,000.

Ike Hires Former CBS Man

EVERETT FREDERIC MORROW, former writer in the CBS press information department, was named last week by President Eisenhower as the first Negro to occupy an important position on his executive staff. Mr. Morrow, of Hackensack, N. J., was named administrative officer for the President's Special Projects Group, coordinating internal management affairs.

The projects group includes Council of Foreign Economic Policy, public works and other top-level agencies. Mr. Morrow was with CBS for over a year, leaving Sept. 11, 1953. He served on President Eisenhower's 1952 campaign train and is a former field secretary of the National Assn. for the Advancement of Colored People.

Mr. Morrow becomes the fourth member of the White House organization with a broadcasting background. The top-level staff includes Dillon Anderson (KTRK-TV Houston), special assistant to the President for national security affairs; Fred A. Seaton (KHAS Hastings, Neb.), administrative assistant and Congressional liaison, and ex-Arizona Gov. Howard Pyle (KTAR Phoenix), liaison representative with federal and state governments.

Second Pittsburgh Uhf Asks for Vhf Channel 11

A SECOND uhf tv station in Pittsburgh last week filed an application with the FCC for ch. 11 there. WKJF-TV (ch. 53) is seeking the vhf assignment that was awarded to WWSW Pittsburgh a fortnight ago in an examiner's initial decision [B•T, July 4], following WWSW's merger with WJAS there.

The bid of WKJF-TV, which had suspended operations, follows that of WENS (TV) (ch. 16) which filed for ch. 11 the same week the examiner's ruling was handed down.

WKJF-TV said the merger of the original applications of WWSW and WJAS represents a new application and should be returned to the processing line. These applicants merged following the dismissal of Westinghouse Broadcasting Co., which purchased KDKA-TV Pittsburgh (then WDTV [TV]) from DuMont Tv Network.

Agnes J. Reeves Greer, permittee of WKJF-TV, added that "uhf cannot survive in Pittsburgh as new vhf channels go on the air."

WJWL Seeks New Facility

ROLLINS Broadcasting Co., licensee of WJWL Georgetown, Del., has amended its application with the FCC which was designed to transfer WJWL to Philadelphia and apply for a new Georgetown station.

The amendment cancels the move to Philadelphia and seeks to have a new station assigned to Rollins in the Quaker City on 900 kc, 1 kw daytime only with directional antenna.

GOVERNMENT PEOPLE

John P. Barton, program director, KUAM Agana, Guam, to Office of Governor of Guam as special assistant.

Sally Smalley, public service coordinator, Southern California Broadcasters Assn., L. A., to Office of Civil Defense, L. A., as assistant public affairs officer.

Capt. Edward F. Hutchins, USN, detached from duty as officer-in-charge of Armed Forces Radio & Tv Service, Hollywood, to retire after 30 years of naval service; **Lt. Col. James Rose,** USAF, formerly executive officer of detachment, assumes command.

RICH ROCHESTER MARKET
ALL MORNING 50.9
"MUSICAL CLOCK" 53.6

MR. TIME BUYER:

YOU JUST CAN'T MISS!

WHEC Radio Delivers You A Bigger Morning Audience Than ALL The 5 Other Rochester Radio Stations Put Together!

ALL-MORNING SHARE OF AUDIENCE

50.9

According to the latest Hooper survey, Station WHEC enjoys the lion's share of the local morning audiences. On your next spot radio campaign, why not tap this vast reservoir of buyers?

"MUSICAL CLOCK" SHARE OF AUDIENCE

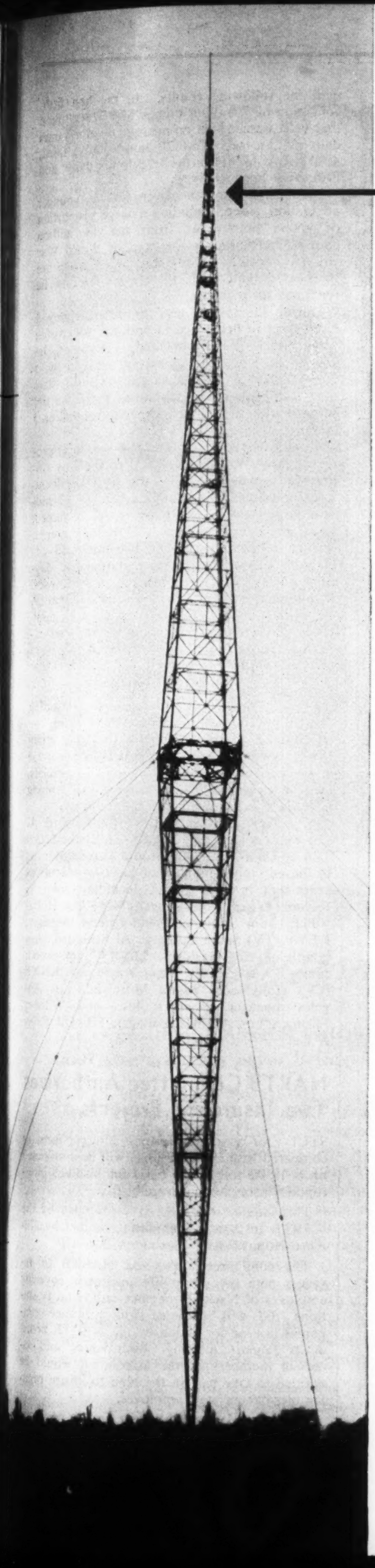
53.6

With an average share of audience of 53.6, Ed Meath's happy-hearted "Musical Clock," 6:00 to 9:30 A.M., Mondays thru Saturdays, makes him far-and-away *Rochester's* radio entertainer—*your* star salesman!

BUY WHERE THEY'RE LISTENING ... ROCHESTER'S TOP-RATED STATION

CBS WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco



20 years ago...

and today

They're both BLAW-KNOX Towers over 1000 feet high

The *first* broadcasting tower over 1000 feet high was a Blaw-Knox Tower, shown on the left.

And today we continue to design guyed towers over 1000 feet high . . . such as the modern TV tower that accommodates an elevator, shown on the right.

These two examples well illustrate how Blaw-Knox has set the pace in tower design for many years. And why we are prepared to cooperate with you in designing a tower to meet *your* specific requirements.

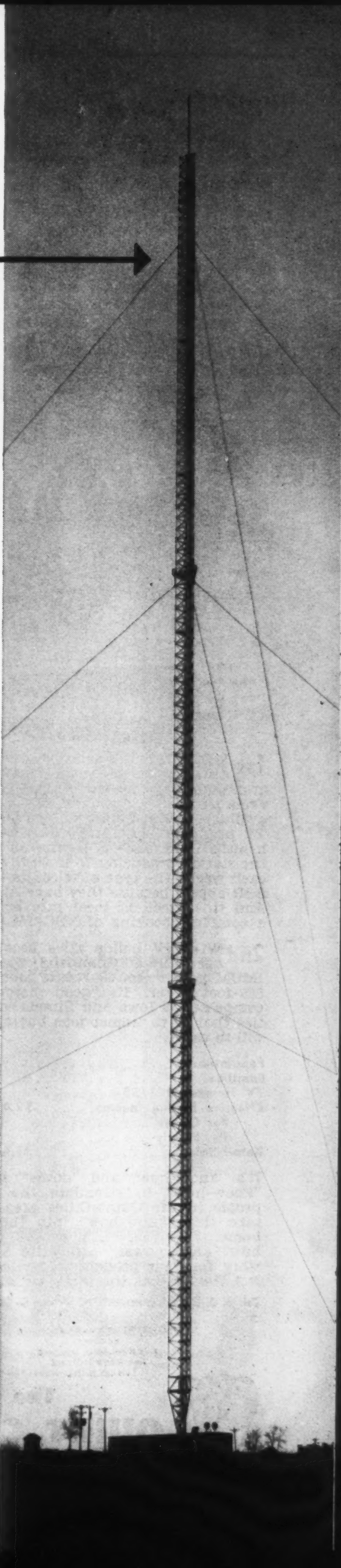
For more complete information on the many modern types of Blaw-Knox Antenna Towers, write or phone for your copy of Bulletin No. 2417. Or send us your inquiry for prompt service, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

ANTENNA TOWERS

BLAW-KNOX

Guyed and self-supporting—for AM • FM
TV • radar • microwave • communications



Rural, Small Town Tv Now Over 50%–Treyz

TvB president tells Los Angeles Ad Club about television's growth outside the big cities. Signals are available to 96% of the population, he says.

FOR the first time, tv penetration at "the head of the creek"—in the rural and small town homes—which comprise 40% of the American total—is over 50%, Oliver Treyz, president of the Tv Bureau of Advertising, told the Los Angeles Advertising Club last week.

Since last July, more rural and small town families have tv sets than do not, and these families use their sets 23% more during day hours than their big city counterparts, despite a marked increase in big city viewing as well, Mr. Treyz noted.

"For the first time, tv is now the dominant medium in the small towns and on the farms. . . . This is because of new stations on the air in new markets . . . until 96% of all families are now in range of easily viewable tv signals," Mr. Treyz reported.

Speaking on "Tv, the Selling Machine," he noted results of a recent TvB survey on the viewing habits in American homes.

He disclosed that in the present 35 million tv homes, average viewing is four hours and 57 minutes daily. Further, the TvB survey divided the American viewing public into fifths, with the following results. In the first fifth, consisting of 7 million homes Mr. Treyz noted that tv is watched on an average of nine hours daily; in the second, 6:20 hours daily; third, 4:40 hours daily; fourth, 3:28 hours daily; and fifth, 1:22 hours daily.

Among the heaviest viewers are the younger population group, including a large proportion of young housewives from the 14 million couples married since the start of World War II, he observed. Among this young group are the heaviest eaters and the biggest families, he reminded his audience.

During the last 12 months, tv has jumped from third to first place in national advertising expenditures, he commented. However, he added that this figure does not apply to west coast advertisers and noted that TvB will start a series of specific presentations there shortly, to raise western tv expenditures to the national level.

Results of another TvB survey—on local programming—was also disclosed to the Los Angeles advertising men by the TvB president. Local children's programming reaches 12 million homes once weekly or more, he noted. Local news programs reach 21 million homes; women's shows, more than the combined circulation of women's service magazines; daytime movies, 6 million homes; nighttime movies, 7 million homes, and local weather programs, 12 million homes. These figures reflect audiences of TvB member-stations, Mr. Treyz reminded his audience.

Other TvB Studies

He also noted other TvB studies, including one on tv failure, ". . . and we have them," he commented. However, while the TvB study shows that slides and off-camera voices are "far less effective" than live camera commercials, "we have yet to find a failure story among advertisers using live camera," he noted.

Mr. Treyz was introduced by Richard A. Moore, president, KTTV (TV) Hollywood, and TvB co-chairman. Mr. Moore also introduced to the ad club a number of local tv executives prominent in TvB affairs, including John T. Reynolds, general manager, KHJ-TV Hollywood; Colin Selph, president-general manager, KEYT (TV) Santa Barbara; Al Scalpone, programming vice president, CBS-TV Hollywood; James T. Aubrey Jr., general manager, KNXT (TV) Hollywood; Frank Moreland, Los Angeles manager, Blair-Tv Inc., and William Larimer, Los Angeles manager, Edward Petry & Co.

NARTB Committee Authorizes Two Insurance Projects

STUDY of tv station business interruptions, as compared with radio stations, will be conducted by NARTB to provide basis for business-interruption insurance coverage.

This inquiry was ordered Wednesday by the NARTB Insurance Committee, headed by Gilmore Nunn, WLAP Lexington, Ky.

The committee authorized NARTB to revise a plan for group life insurance covering employes of NARTB-member radio and tv stations. Bids will be invited from insurance companies in time for action by the NARTB board at its January meeting. Both voting and associate members of the association would be entitled to take part in the plan to insure regular, permanent staff employes.

A chart and check list of insurance coverage data will be sent all association members by the association's research department. The project includes a survey of the kinds of in-

WOC-TV

Builds Telecasts that Build Sales

1st WOC-TV builds sales because this station has accumulated 5 years "know-how" in programming for viewers of the Quint-Cities area. From October 31, 1949 until "live" network became available in Davenport, September 30, 1950, WOC-TV produced most of its own programs. This 11 months experience is paying off BIG today with the station producing 75 to 80 "live" local telecasts each week—the type of telecasts that have SPONSOR appeal because they have AUDIENCE appeal. And this excellent local fare is augmented with a complete booking of NBC-TV programs.

2nd WOC-TV builds sales because this station, operating on Channel 6, telecasts with MAXIMUM power (100,000 watts video) from a NEW 625-foot tower. Its "good picture" coverage encompasses 39 Iowa and Illinois counties—39 counties that have tremendous buying power and the will to use it. . . .

Population	1,543,700
Families	477,910
TV Homes—1/1/55	295,156
Effective Buying Income	$2,455,549,000
Per Capita	$1,590
Per Family	$5,565
Retail Sales	$1,859,761,000

It's "know-how" and "power" that does it—the "know-how" to stimulate the buying urge of people in the Quint-Cities area—the "power" to take this "know-how" into the TV set-owner's home. Let WOC-TV show you that this "know-how" and "power" can write a successful sales story for your product or services. Your nearest F & P office has the facts—or write us direct.

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

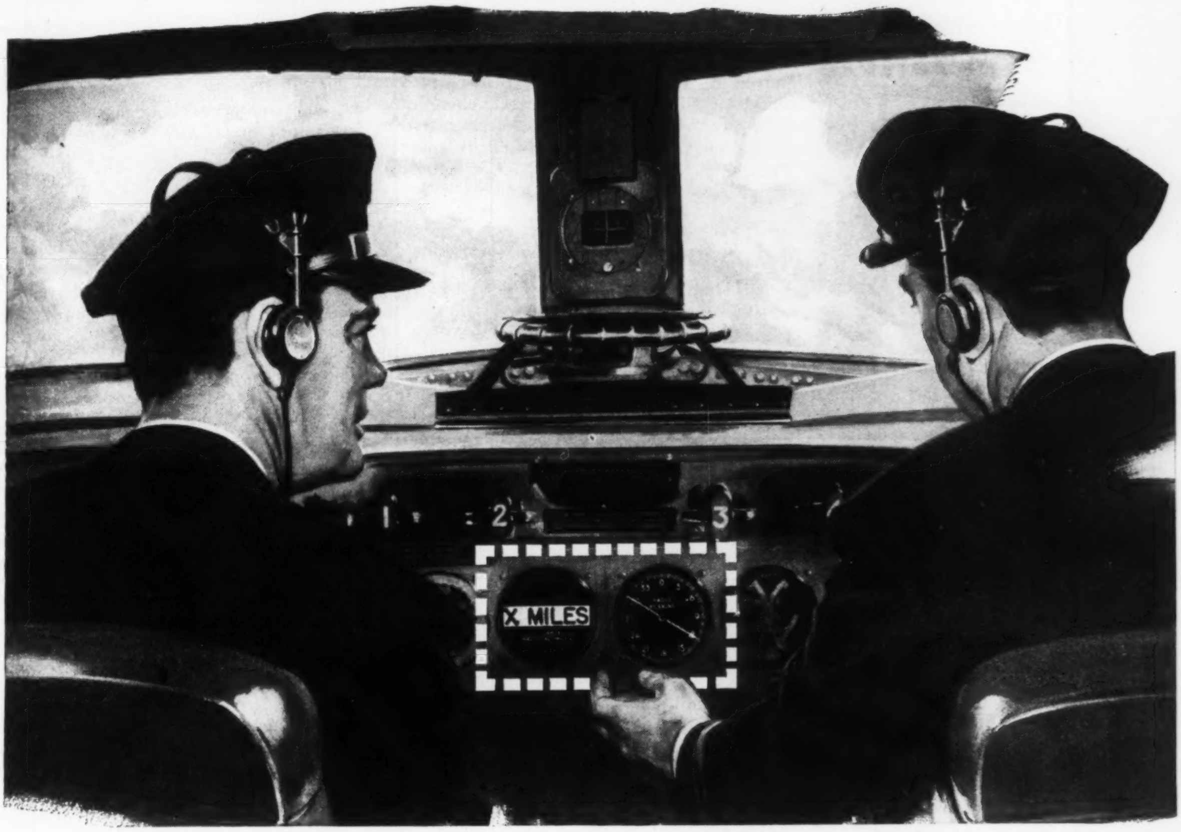
WOC-TV Channel 6
Davenport, Iowa
Free & Peters, Inc.
Exclusive National Representatives

BETTENDORF AND DAVENPORT
IN IOWA
ROCK ISLAND, MOLINE
AND EAST MOLINE
IN ILLINOIS

The QUINT CITIES

WOC-TV
AM FM

TACAN-



Amazing New IT&T development *will revolutionize aircraft navigation*

Gives position of aircraft instantly, automatically, and with accuracy never before attained.

TACAN (tactical air navigation) provides both distance and bearing information in a single "package" about the size of an ordinary shoe kit. This has never been done before!

By integration of functions, and miniaturization into one small unit, TACAN represents a giant stride in aircraft navigation equipment. Add extreme accuracy, and adaptability to varying installation conditions such as on shipboard or for mobile land equipment, and you know why TACAN is described by military and civil aviation officials as one of the most significant advances in many years.

TACAN is the result of a series of development programs sponsored by the U.S. Navy and the U.S. Air Force at Federal Telecommunication Laboratories, a division of IT&T. It is another of the outstanding IT&T research and engineering "firsts," and major contributions to safer, more dependable flying.

A light, simple, comprehensive TACAN *airborne unit can be made available for private flying.*

IT&T

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION
67 Broad Street, New York 4, N. Y.

K-JOE

SELLS

FOR

THESE FOLKS

WHY NOT YOU?

BIRDSEYE FROZEN FOODS
CANADA DRY
KLEENEX
RINSO
PHILCO

LINCOLN-MERCURY
MILLER HIGHLIFE
OLD GOLD
VASELINE
COCA-COLA

TENDERLEAF TEA
WESTINGHOUSE
U.S. ROYAL
STERLING SALT
SURE-JELL

PITTSBURGH PAINTS
MAINE SARDINES
KARO SYRUP
CARLING'S ALE
DR. PEPPER

CASS
MILLER
LAFAYETTE
COLUMBIA
MARION
CLAIBORNE
HARRISON
K-JOE
SHREVEPORT
2.0mv
WEBSTER
BIENVILLE
PANOLA
DESOTO
RED RIVER
0.1mv
SHELBY

74.6% OF THE ENTIRE BUYING POWER IN THE SURROUNDING TEN COUNTY AREA IS WITHIN 20 MILES OF OUR TRANSMITTER.

A Leading Independent
In The New South

See FORJOE for K-JOE

K-JOE

1000 WATTS DAYTIME
NON-DIRECTIONAL
SHREVEPORT, LA.

surance carried by stations.

NARTB's insurance program has been in development several years. Already it includes a program of tower insurance.

Attending last week's meeting besides Mr. Nunn were Carl J. Burkland, WAVY Portsmouth, Va.; Roger W. Clipp, WFIL Philadelphia; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; C. T. Lucy, WRVA Richmond, Va.; and Robert T. Mason, WMRN Marion, Ohio. Participating for NARTB were President Harold E. Fellows; Thad H. Brown, tv vice president; Vincent T. Wasilewski, chief attorney; Richard M. Allerton, research manager; Joseph Sitrick, manager of publicity and informational services, and Thomas Coulter, assistant to the radio vice president.

Ad Council Reports Billions Of 1954 Audience Impressions

AN ESTIMATED total of 3.3 billion tv impressions and 1.9 billion radio impressions were made on viewers and listeners during the 1954 campaign of the Advertising Council Inc., non-profit organization supported by business to promote the use of advertising in the solution of non-partisan national problems. These figures were contained in the Council's 13th annual report, released last Wednesday.

Time for the Council's public service announcements was donated for 17 drives conducted in the over-all campaign. The highest impression rate in both radio and television was recorded in the stop-accidents campaign. In that drive alone the Council estimates that television made 734 million impressions and radio 327 million.

The Council stated that the figures were only for those messages heard or seen once in a single home and that they represented announcements made only on network commercial programs. The totals do not include coverage contributed to the campaign by local stations, regional advertisers and on network sustaining programs.

SDX Fellows Nominations Open

NOMINATIONS are open for the annual election of Fellows in journalism, sponsored by Sigma Delta Chi, professional journalism society. Not more than three living journalists with distinguished careers will be selected from a slate of not more than six candidates to be presented at the national convention Nov. 9-12 in Chicago. Any individual, chapter or SDX member may make nominations and the nominees need not be fraternity members. All nominations will be reviewed by a committee of past SDX presidents for selection of the slate. Written nominations should be sent to Sigma Delta Chi headquarters, 35 E. Wacker Dr., Chicago 1, before Nov. 1.

Texas Film Directors to Meet

PLANS for a Texas district regional meeting of the National Assn. of Television Film Directors are being completed, Ernest N. Olivieri, national chairman of NATFD, has announced. The meeting will be held sometime in August with the exact date to be selected later. Texas tv stations wishing details may contact state chairman Jim Bentley, program director of KCEN-TV Temple.

Natl. Agricultural Tv Clinic Set for Sept. at Missouri U.

A NATIONAL agricultural television clinic will be held Sept. 2-4 at the U. of Missouri, under the auspices of the U. S. Dept. of Agriculture and other organizations. The session will be limited to people experienced in agricultural tv: farm directors and station management, agricultural firms who sponsor tv programs and their agencies, and agricultural organizations.

Representatives from networks, agencies and the Ford Foundation Tv Workshop are among those who will lead demonstrations and clinics. The facilities of KOMU-TV Columbia, owned by the U. of Missouri, will be turned over to the clinic.

The National Assn. of Tv & Radio Farm Directors is among the sponsoring groups. Further information may be obtained from the National Project in Agricultural Communications, Michigan State College, East Lansing.

TRADE ASSN. PEOPLE

Fran Riley, information manager, NARTB, Washington, named chairman, newly-formed industry information committee, American Women in Radio & Tv. Other members: **Agnes Law,** librarian, CBS New York; **Marion Annenberg,** WDSU New Orleans; **Josephine Wetzler,** education director, WLS Chicago; **Mildred Grace,** women's activities director, WELL Battle Creek, Mich.

Bob Hix, sales manager, KOA-AM-FM Denver, elected 2d vice president, Denver Sales Executives Club.

Jack Knell, news director, WBT-WBTV (TV) Charlotte, N. C., named to board of directors, Radio & Tv News Directors Assn. of Carolinas.

Edward Battey, vice president and research director, Compton Adv., N. Y., appointed chairman, planning committee for research group meeting at eastern annual conference, American Assn. of Adv. Agencies, to be held Oct. 17-19, Hotel Roosevelt, N. Y.

Ken Smith,, publicist, Western Air Lines, L. A., elected president, Publicity Club of L. A., with **Charles D. Spangler,** Robinson - Hannagan Assoc. Inc., first vice president; **Thomas G. Sullivan,** General Electric Corp., second vice president; **Jacqueline de l'Eau,** Burns W. Lee-Patrick O'Rourke Assoc. secretary; **W. G. Goldsmith,** California Bank, treasurer, and **George Barber,** U. S. Rubber Co., **Jean Stinchfield,** Ambassador Hotel, **Elaine K. Stewart** and **Emerson M. Johnson,** Bank of America, directors.

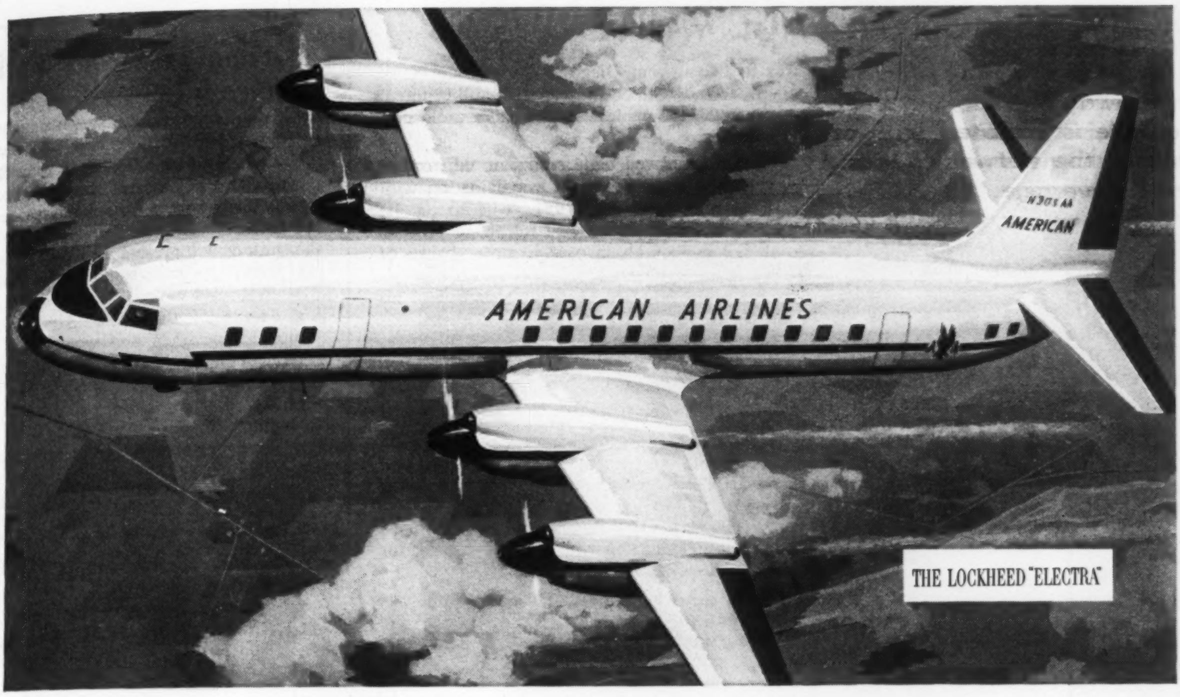
Lew Lacy, sales promotion manager, White King Soap Co., L. A., elected president, Premium Club of Los Angeles, with **Ed Stones,** Albers Milling Co.; **C. T. Anderson,** Big Boy Mfg. Co.; **John Rider,** Haire Publishing Co., directors.

Julia Brown, media research director, Compton Adv., N. Y., elected secretary-treasurer, Radio & Tv Research Council.

Kathryn S. Cole, information manager, NBC, appointed 1955-56 chairman, information service committee, American Women in Radio & Tv.

TRADE ASSN. SHORTS

Adv. Federation of America, N. Y., has moved to 250 W. 57th St.; telephone: Circle 6-2431.



THE LOCKHEED "ELECTRA"

AMERICA'S FIRST TURBO-PROP AIRLINER!

This will be a history-making airplane—the first to be produced in America with modern turbine-propeller engines. This will be an all-new airliner—new from the radar in the nose to the graceful control surfaces in the rear. The Lockheed "Electra" results from combining the abilities of two leading organizations in aviation:

> ***The proven design and construction ability of Lockheed Aircraft. The unequaled operating experience of American Airlines.***

SPEED—Cruising at well over 400 miles per hour, the "Electra" will be faster by far than any other transport plane in world operation today.

QUIET—The subdued hum of the turbine engines, with their relative freedom of vibration, coupled with modern techniques of sound-proofing will provide a new atmosphere of quiet relaxation.

COMFORT—This new airplane will introduce a new and heretofore unequaled standard of airline comfort: spacious, club-like lounge; wider, more comfortable reclining chairs; wide-view rectangular windows; air conditioning on the ground as well as in flight; improved cabin pressurization to provide pleasant cruising at all altitudes up to 30,000 feet.

CONVENIENCE — Innovations in passenger convenience will include: carry-on baggage facilities; improved design for faster handling of checked baggage; built-in steps to eliminate ramp delay; individual fixed tables for dining, reading or writing.

The new "Electra" fleet for American Airlines will improve air transportation and strengthen United States air power.

AA
AMERICAN AIRLINES
America's Leading Airline.

RADIO NEWS PIONEER PAUL WHITE DIES

Former CBS vice president passes away at 53 in San Diego. He is credited with organizing the network's World War II coverage.

INTERMENT of Paul W. White, 53, often called the "Father of Radio News" and former CBS vice president, followed services at Greenwood Memorial Park, San Diego, last Monday.

Mr. White died July 9 of a lingering ailment which had forced his resignation as executive news director of KFMB-AM-TV San Diego last month.

MR. WHITE

Joining CBS as news editor in 1930, he organized Columbia News Service in 1933 as vice president and general manager when the wire services shunned radio stations and networks.

Prior to World War II, following a trip to Europe which convinced him that war was inevitable, he organized for CBS the news coverage which made available to the American public the observations of H. V. Kaltenborn, Edward R. Murrow, Eric Sevareid, Bob Trout, Elmer Davis, John Daly, Maj. George Fielding Eliot and others.

Mr. White resigned from CBS after the war to live in San Diego and to write "News on the Air," still considered the authoritative textbook on the subject in universities and colleges.

He served as associate editor of the former *San Diego Journal* until its consolidation with a rival newspaper in 1951, whereupon he joined KFMB-AM-TV. The following year he took a leave of absence to assume charge of ABC radio-tv coverage of the national political conventions, after which he returned to his San Diego position.

Frank Stanton, CBS president, issued a statement on Mr. White's death which was broadcast on several network radio-tv news programs. Dr. Stanton said:

"The public as well as radio and television newsmen the world over owe Paul White real tribute for his great leadership in pioneering the patterns for electronic journalism as we know it today. His contribution to the finest traditions in reporting will stand as a mark for others to live and work by."

Newsman Charles Collingwood, who was substituting for Edward R. Murrow on the latter's CBS Radio news show, also took note of Mr. White, commenting on his July 11 broadcast:

". . . for many years Paul White was the CBS director of news. He was a true pioneer, for before him there wasn't news on the radio in the same sense that we think of it now, and after him there was. His influence stretched far beyond this network, and what there is of comprehensiveness, accuracy and integrity in the news you get on radio and television, owes much to Paul White."

Howard Chernoff, vice president and general manager of KFMB-AM-TV during part of Mr. White's tenure with the stations, was the only speaker at the funeral, in keeping with a request made by Mr. White. Mr. Chernoff said:

"Paul was a kindly man, patient, considerate, ever trying to improve others at the expense of himself, intellectually honest as few men are and with a keen sense of justice.

". . . Paul White created a monument for himself; a monument that, happily, he was able to enjoy in his lifetime. That monument is the technique of radio news reporting as we know it today. No history on radio has ever been written, nor will one ever be written, without recounting the fact that Paul White was the acknowledged father of radio journalism."

Mr. White's family has requested that those who desire may send contributions to the Paul White Memorial Fund, c/o San Diego Zoo, Balboa Park, San Diego.

Mr. White is survived by his widow, Mrs. Margaret White, and two daughters by a former marriage.

Putting Junior to Work

TO ENCOURAGE youngsters to earn extra money during the summer months, WRCA-AM-TV New York is introducing the WRCA Junior Sales Club, which will provide any boy or girl with the necessary information in launching a successful business venture. To start this plan, the stations will present a special "Lemonade Stand" program tomorrow (Tuesday) over WRCA-TV (7-7:30 p.m. EDT) giving details of the club. All potential junior businessmen and women will receive, upon request, a WRCA Junior Sales Club Kit, which includes articles and advice from station personalities on such money-making projects as a lemonade stand, lawn and garden care, magazine sales work, baby-sitting business and golf caddying, among others.

KTRE-TV, WITN (TV) Near Commencement of Operations

TWO PERMITTEES for new tv outlets last week disclosed further plans toward going into operation.

KTRE-TV Lufkin, Tex., announced that its 540-ft. tower, "the tallest in east Texas," and been completed over the Fourth of July weekend. According to Richard Lewin, vice president and general manager of the ch. 9 outlet, the station's transmitter is being installed with plans to go on program tests before the end of July.

Formal dedication of KTRE-TV is scheduled for Aug. 31 with a special three-hour telecast from Lufkin's million dollar auditorium. The station will use 26 kw power and plans to carry NBC-TV programs from KPRC-TV Houston via microwave relay.

WITN (TV) Washington, N. C., announced its commencement target date is Sept. 26.

Currently a 921-ft. tower is being constructed 949 feet above sea level. The ch. 7 NBC affiliate will use maximum 316 kw power.

The WITN staff, headed by President and General Manager W. R. Roberson Jr., will include T. H. Patterson, formerly of WRRF Washington, N. C., as commercial manager; Hal Wilson, production manager, and L. E. Hiland, chief engineer.

SELL SUMMER TIME!

Sell **Anytime** and

All the Time . . .

with the ever-growing

SESAC TRANSCRIBED LIBRARY

the Library that brings you "the best music in America"

the Library that's lowest in cost for a complete

Program Service

featuring—over 8500 Bridges, Moods, Themes

Program Notes for every selection

Scripts that sell

SESAC

475 Fifth Avenue **New York 17**

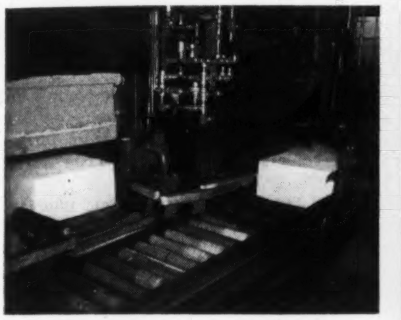
Clare Gard

Do you throw it away or make it pay?

"You've heard it said that necessity is the mother of invention?

"Seems to me plain everyday American initiative is pretty inventive, too. Take the way Union Oil got into the dry ice business.

"Union, you know, supplies much of the natural gas used in Southern California. Well, some years back, we needed to increase the heating value of our gas as it came from the field.

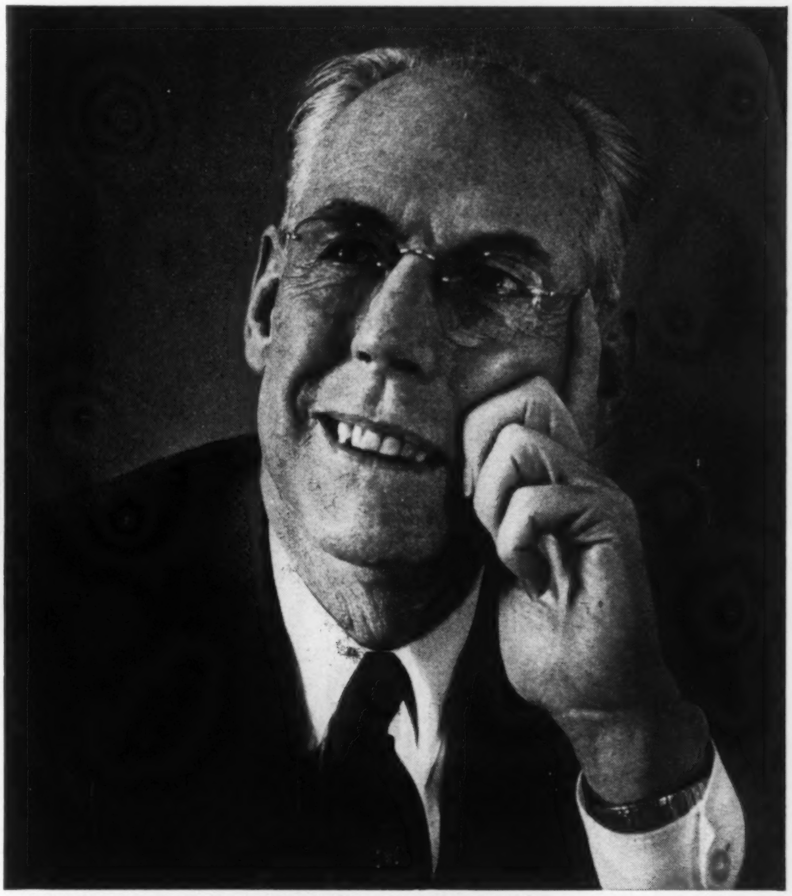


DRY ICE AT THE CUTTING MACHINE.

"We had a choice. We could enrich our product by adding other gases to it. Or we could accomplish the same thing by removing the CO_2, or carbon dioxide, from it. It was purely a matter of economics.

"We experimented removing the carbon dioxide with a process that had, till then, been used for quite a different purpose. It proved so effective it paid us to take out the carbon dioxide, even if we were to throw it away after we got it out of the gas.

DRY ICE PACKAGED FOR SHIPPING.



CLARE GARD, PROCESS ENGINEER—THIRTY-FIVE YEARS WITH UNION OIL.

"But that's the point. Instead of throwing the CO_2 away, we surveyed the dry ice industry, built an $800,000 plant at Santa Maria, and converted our waste carbon dioxide into dry ice.

"That was 1948. Since then we've produced and sold over 102,000 tons of dry ice. And the plant's about paid for. See what I mean by American initiative?"

* * * *

Part of the initiative and inventiveness was Gard's, certainly. He was Process Engineer on the Santa Maria project.

A subsidiary company of ours has since built an ammonia plant which also makes dry ice. Union Oil is now the largest producer of this product west of the Mississippi.

So long as you and Gard and all of us continue to enjoy the encouragement and rewards of America's free competitive economy, this kind of inventive initiative will thrive.

YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

LAST
CALL FOR
COPY
TELECASTING
YEARBOOK & MARKETBOOK
GOES TO PRESS
AUGUST 1
Wire, or call collect
today to any
B•T
office

TOTAL of 260 years service is represented by these employes of WBZ-AM-TV Boston and WBZA Springfield, Mass., who were presented service pins by W. C. Swartley (3d r, front), vice president of the Westinghouse stations. L to r: John Elmore; Bill Bazzy; William Flanders; Truman Crane; Malcolm McCormack; Earl Woods; Paul Mills, manager of WBZ-WBZA; John McNamara; Gordon Swan, WBZ-TV program manager, who received his 30-year pin; Leo Palmer; Mr. Swartley; Fred Osgood; Wally Brown; Arthur Bauer, and Sebastian Gahn.

CBS-TV SPOT SALES ADDS SIX TO STAFF

WITH the addition of six new account executives to its staff, CBS-TV Spot Sales last week claimed that it had achieved "the largest field force of any television station representative in the country." No total figure was disclosed.

MR. HOGUE

Announcement of the staff expansion, involving three new appointments each to the New York and Chicago offices, was made by John A. Schneider, eastern sales manager, and Tom W. Judge, midwestern sales manager. Clark B. George, general sales manager, said the move was designed to "intensify agency and advertiser coverage and to expand station service." The appointments are effective today (Monday).

New personnel joining the New York office are Richard P. Hogue, most recently a vice president of Headley-Reed and previously in sales executive capacities with ABC, WRUN Utica, N. Y., and WKNA Charleston, W. Va., Charles M. McAbee Jr., account executive, Henry I. Christal Co. and formerly with Katz Agency, NBC Spot Sales and George P. Hollingbery Co., and Norman E. Walt, recently with Harrington, Righter & Parsons Inc. and previously with KOLN-TV Lincoln, Neb., and the Newspaper Enterprise Assn.

MR. McABEE

MR. WALT

Also moving to New York is Robert M. Williams, who has been an account executive with CBS-TV Spot Sales in Chicago since September 1953 and earlier had been with Harrington, Righter & Parsons, Chicago, and the *Philadelphia Inquirer.*

New appointments to the Chicago staff include James E. Conley, who has been national sales manager of WISH-AM-TV Indianapolis; Frank R. Hussey, who has served the O. L. Taylor Co. and Headley-Reed, and Robert Reisinger, who moves to CBS-TV Spot Sales from CBS-owned WBBM-TV Chicago.

CBS-TV Spot Sales also has offices in San Francisco, Los Angeles, Detroit and Atlanta.

Saved by the Log

IN THE radio-tv business, a man's fate can hinge on something as seemingly slight as the station program logs. At least Jack Mills, newsman of KSIB Creston, Iowa, is thankful the records showed he was at the microphone on May 7, 1954, thus saving him from further involvement with the FBI on a robbery charge.

Newsman Mills became unnecessarily implicated in the $15,000 bank holdup in Ohio by being wrongly identified as robbery suspect Frank Hurd. The ex-Mrs. Hurd came across Mills picture in the *Hit Parader* magazine early this year. Immediately she called the FBI and pointed an accusing finger at Mr. Mills, saying you can find my ex-husband at KSIB and "he's going by the name of Jack Mills."

An investigation ensued. The likeness was almost perfect, even to the scar on the nose and the fact they are both drummers. Fortunately the logs showed Mr. Mills was hard at work on that fateful day, with one hour out for lunch, hardly time to slip out to Ohio and loot the bank.

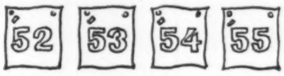
Maizlish Buys Half Interest In KCMJ Palm Springs, Calif.

PURCHASE of 50% interest in KCMJ Palm Springs, Calif., by Harry Maizlish, president-owner of KFWB Hollywood, was announced last week by David Margolis, KCMJ president, subject to FCC approval.

No changes are at present contemplated in KCMJ organization, Mr. Margolis announced, with Robert D. Blashek and Norman Lofthus remaining executive vice president and station manager-general sales manager, respectively.

"Great is TRUTH. Fire cannot burn, nor water drown it" . . . . . DUMAS

4 Years of Chiropractic College Required for Doctors of Chiropractic

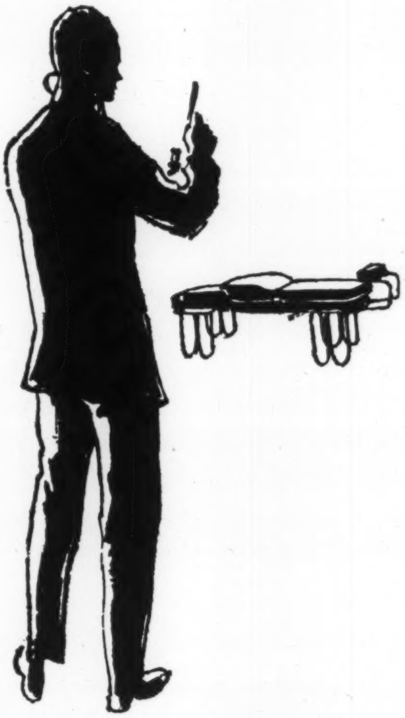


The effectiveness of any profession depends largely on its educational standards. Realizing that, the National Chiropractic Association requires every prospective Doctor of Chiropractic to complete a full 4 years of comprehensive chiropractic education.

Continual and rigid examinations are devised, not only to educate the student, but to ensure proper use of the knowledge and skills which must be acquired. This wide scholastic background has been designed to meet new healing advances derived from research and experience.

There are 8 chiropractic colleges in the nation which conform to the exacting educational requirements of the National Council of Education of the National Chiropractic Association. To obtain official recognition, the student must first meet professional entrance requirements . . . then must pass all and every scientific course in examinations given during and after a minimum of 4,000 hours in these subjects:

Anatomy, including embryology and histology	740 hours
Physiology	240 hours
Biochemistry	180 hours
Pathology and Bacteriology	520 hours
Public Health, sanitation, hygiene	160 hours
Practice of chiropractic principles and technique, neurology and psychiatry, pediatrics, dermatology, urology, ophthalmology, otolaryngology, first aid and minor surgery, roentgenology	1,960 hours
Obstetrics and gynecology	200 hours
	4,000 hours



That is the true story of the educational requirements behind the Doctors of Chiropractic today.

If there is **particular** information you want, write us or send for the book, "The Truth About Chiropractic."

NATIONAL CHIROPRACTIC ASSOCIATION, Inc.,
NATIONAL BUILDING, WEBSTER CITY, IOWA.

3 TRUTHS YOU SHOULD KNOW

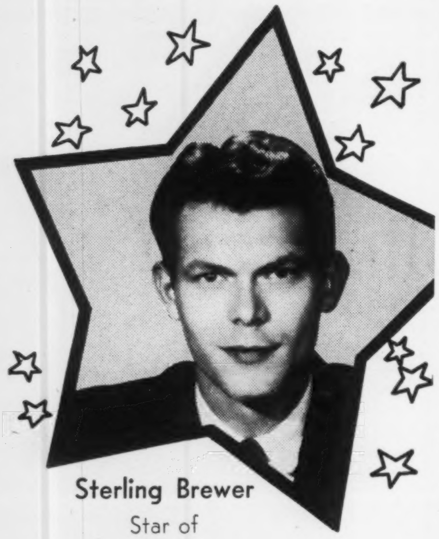
550 Insurance Companies Recognize Chiropractic.

1 out of EVERY 5 Americans Avail Themselves of Chiropractic Health Services.

4 Years of Chiropractic College is the Minimum Requirement for Doctors of Chiropractic.

The Truth About Chiropractic

**One of a Series of Reports*



Sterling Brewer
Star of
Club 13
8:30 to 9 am Monday-Friday

Stars Sell on Alabama's greatest TV station

WABT
Birmingham

Sterling gets this merry morning show off with a bang . . . literally. He pops balloons! Club 13 does a fine selling job. Young housewives dote on Sterling. He shows movie film . . . cartoons and loony tunes . . . keeping the kids amused, and mother, too, as she goes about her morning tasks.

You can SELL
Your Products
to Alabama folks

If you TELL
them on programs
they enjoy seeing

Represented by
BLAIR-TV

KTIV (TV) Trial Coverage Makes Precedent in Iowa

TV NEWS CAMERAS were admitted to an Iowa courtroom to film the proceedings of a murder trial, establishing an Iowa precedent as the first news pictures, film or still, ever taken of a court trial there, according to a report from KTIV (TV) Sioux City. KTIV asked District Judge R. G. Rodman for permission to give camera coverage to the trial over which he was to preside, and the jurist's accedence, coupled with approval of defense and prosecution attorneys, opened the door for press photographers as well as tv.

According to KTIV, the Iowa Bar Assn. has always favored the American Bar Assn.'s Canon 35, which prohibits the taking of photographs in a courtroom during a trial, but the "Iowa experiment" proved to be a success for all concerned. Judge Rodman, commenting on the unobtrusiveness of the cameras, said, ". . . They [newsmen] displayed very good judgment and conducted themselves in a very exemplary manner." A veteran of over 20 years on the

Keeping Radio Mobile

WPDQ Jacksonville believes that radio puts its best voice forward by meeting the people of the community on a regular basis in such busy spots as local dairies, farms and feed stores, busy traffic intersections and offices of prominent local business firms.

This "getting-around" by the ABC-affiliate station is accomplished by means of a completely equipped mobile studio in a German *Volkswagon*. Robert Feagin, manager of WPDQ, sums up the station's meet-the-public philosophy in this way:

"These are days to put radio to work in the best way. Let's take advantage of radio's mobility and bring our studio to the public."

The station's engineering staff, directed by Don Donovan and Ernie Haralson, adapted the mobile studio to include facilities for taping, live record shows and interviews. The unit is completely air-conditioned and requires only two connections to go on the air: 110 volts and remote telephone lines. It is planned to have a two-way shortwave fm set-up installed to eliminate the need for telephone lines. Two transmitting units also will be installed in the mobile studio and two receivers will be placed on the top of a 17-story downtown office building, with one transmitter and receiver used for the actual broadcasting and the others for communication with the station.

Some of the special events already covered by means of the mobile unit include six-hour broadcasts of *Musical Sunday* aboard the battleship *USS New Jersey* and aboard the aircraft carrier *USS Lake Champlain;* the Mrs. America of 1956 contest at Allinor Village, Fla., some 95 miles south of WPDQ's main studio; a six-hour program from the 19th floor of the new south central home office of the Prudential Insurance Co. of America.

Last week various regular programs began to originate from the mobile unit at sites in and around Jacksonville. For instance, the morning *Crackerjack Show* will be broadcast from key traffic points; *Music Coast to Coast* afternoon show, beamed to the auto audience, will originate at major highway intersections with free Florida orange juice provided to tourists who pull up to the mobile studio, and Glenn Reeves' *Town & Country Tunes* will emanate from dairies, feed stores and farms, with music slanted toward the country audience.

Mr. Feagin reports that this concept of radio broadcasting is receiving widespread favorable comment from residents of northeast Florida and adds that "local sales have zoomed as a direct result of taking radio to the audience in WPDQ's new mobile studio."

600
WPDQ
Mobile Studio

WPDQ's mobile studio in action aboard the aircraft carrier *USS Lake Champlain* in Jacksonville harbor, an example of the "getting around" idea.

Tv at the Ball Game

WRIGLEY FIELD, Chicago, home of the National League Cubs, has opened a special grandstand where fans can hear the audio portion of a tv broadcast over WGN-TV there, while watching the "live" action on the playing field. The new section, which seats 1,200, has been equipped with seven overhead speakers which will carry announcer Jack Brickhouse's comments on the game. WGN-TV engineers have arranged the system so that there will be no spill-over of sound into other sections. The system was developed by Philip K. Wrigley, Cubs president, to make the game more interesting and enjoyable for those who became fans through watching radio-tv. It is not expected to appeal to died-in-the-wool enthusiasts who prefer to follow the game themselves. If the "tv audio section" proves popular, the section will be expanded.

bench, he added that he thought the ABA should revise its Canon 35.

Attorney for the defense Thomas Tacy called KTIV's filming "perfectly proper" and said that "the public is entitled to see the participants in a trial. . . ." Assistant prosecutor Robert Beebe said that courtroom photography is "a step forward."

Much favorable public reaction to KTIV's nightly presentation of films of the trial is reported by the station.

Peter Storer Named To SBC N. Y. Sales Post

PETER STORER, CBS Spot Sales account executive since last October, has rejoined Storer Broadcasting Co. as New York national sales manager for WAGA-TV Atlanta and WBRC-TV Birmingham, Ala.

MR. STORER

The appointment of Mr. Storer, a son of George B. Storer Sr., president of SBC, was announced jointly last week by Glenn C. Jackson and J. Robert Kerns, managing directors of the respective Atlanta and Birmingham stations.

Before his CBS association, Mr. Storer was an account executive with WJBK-TV Detroit on the local sales staff after having successively served as studio engineer, WGBS Miami; home office accounting of SBC; announcer, WJBK Detroit; public service director, WJBK-TV; promotion director (added duties) in 1952 for WJBK-AM-TV; head of sales promotion and merchandising department, WJBK-TV, and account executive, WJBK-TV local sales staff.

In his new post, Mr. Storer will continue contacts with national accounts, agencies and advertisers and maintain liaison with The Katz Agency, national representative for both WAGA-TV and WBRC-TV.

Advertisement

From where I sit
by Joe Marsh

Neither Rain Nor Hail ... Nor Broken Boxes!

Red Fowler, local R.F.D. mailman, got an English car—with a right-hand drive so he can stuff mailboxes from behind the wheel.

"It's great!" Red reports. "But it would work a lot better if all *box holders would follow regulations. A mailbox should be* 40 inches high, on the right of the road . . . *within reaching distance from a car window. If one is knocked down, the owner should make repairs pronto."*

Come to think of it, Red is pretty good about *his* obligations—delivering packages, supplying stamps, cashing money orders—saving us trips to the Post Office. Let's fix up those boxes so he can get his chores done fast.

From where I sit, obligations always work both ways. For instance, I figure that I'm obliged *to respect your right to enjoy your favorite beverage—be it coffee, tea, beer, buttermilk or whatever. Why? Because I'd expect you to do the same for me. The Golden Rule should be followed "to the letter"* by everyone.

Joe Marsh

Copyright, 1955, United States Brewers Foundation

Special Delivery

AN unaddressed postcard, bearing the message "please send the free plug; there are 1,981 hooks in the jar," was delivered without delay to WJTV (TV) Jackson, Miss., that station reports. Making the delivery all the more unusual, WJTV adds, is that the show to which the card was sent, but not addressed, is a local, once-a-week telecast.

Copley Brother Sues, Asks End to Copley Press

SUIT seeking liquidation of Copley Press Inc., operating KCOP (TV) Los Angeles and 15 newspapers in Illinois and California, was filed Thursday in Chicago circuit court by William Nelson Copley of Paris, France, and his three children. The suit charges James S. Copley, Aurora, Ill., and First National Bank of Chicago, as executors and trustees of the estate of Ira C. Copley, with "gross abuse of fiduciary discretion" in handling $40 million property. The Copley brothers are adopted children of Ira C. Copley.

Executors were charged with buying properties in California without approval of the Kane County Probate Court. Copley Press bought KLAC-TV from Mrs. Dorothy Schiff, changing the call to KCOP (TV). The station's losses have been reduced by the new owners, it is understood. James S. Copley and the bank are asked in the suit to give an accounting and make good all losses resulting from their "improper conduct."

WALL Predicts Sales Record

ON THE BASIS of the first six months of 1955, which showed total sales 11.6% ahead of last year's period, James M. Patt, president and general manager of WALL Middletown, N.Y., has predicted for this year the greatest sales gain in the station's history. Largest factor this year, he indicated, has been the growth of national spot, running 50% ahead of 1954. Time sales for the past four years at WALL have been setting records, Mr. Patt noted.

Seven Production Posts Filled by KRNT-TV Des Moines

SEVEN new appointments to the production staff of KRNT-TV Des Moines, scheduled to begin operations July 31 as a basic CBS affiliate, have been announced by Guy Koenigsberger, production manager.

Norlan E. Champ, for the past three years display manager of Des Moines' Davidson's Dept. Store, has been named art director.

Producer-directors appointed are Julius P. Efflandt, for the past three years tv director of WOC-TV Davenport, Iowa; Larry A. McKeever, in broadcasting for eight years, the last two as tv director of KMBC-TV Kansas City, Mo., and Jack A. Peterson, former cameraman-director of KFEL-TV Denver.

Beau Silver, former film editor of WTCN-TV Minneapolis, has been named KRNT-TV film editor. Appointed assistant producer-directors are James R. Moon and Tom Hemphill Jr., both of Des Moines.

WABD (TV) Acquires Rights To New York's Phoenix Theatre

ANNOUNCEMENT that WABD (TV) New York has acquired rights to telecast productions of the Phoenix Theatre, off-Broadway theatrical group, during the 1955-56 season, was made last week by Ted Cott, general manager of DuMont Television Network's o&o stations, and T. Edward Hambleton and Norris Houghton, founders of the theatre. The station introduced off-Broadway productions to its audience when it telecast the theatre's musical "Shoestring Revue" in May.

The agreement gives WABD (TV) the right to select for telecast any of the theatre's Monday night "Sideshows," special programs made up of readings, musical works, one-act plays and dance programs. In addition, WABD (TV) may carry any of the five major productions that the theatre offers for limited engagements during the season. The telecast will follow the last stage performance of the productions.

WPIX (TV's) Whole News

COMPILATION of news, weather and sports into a nightly half-hour show entitled *Three-Star News* has been launched by WPIX (TV) New York, under sponsorship of Socony-Vacuum Oil Co., American Bakeries Co. and Consolidated Edison Co. of New York. The series "represents news reporting in its most comprehensive form," Fred M. Thrower, vice president and general manager, said. The program features reporters Kevin Kennedy, Joe Bolton and John Tillman in on-the-spot interviews with newsmakers of the day combined with films shot at the scenes of the day's important happenings.

Radio, Tv Found Compatible

RADIO and tv *are* compatible, say New York's WABD (TV) and WINS. Mutually pleased at results of the first-year "cross promotional" campaign in which each station promotes other's stars and programs, the stations have renewed the contract. Ted Cott, general manager of DuMont's o&o stations, and Robert J. Leder, WINS vice president and general manager, announced that weekly schedules of inter-promotion spot announcements, plus appearances of tv personalities on radio and vice-versa, will continue. Latest innovation: a quiz contest requiring entrants to tune to both outlets in order to complete the clue originating on one.

McMurray to Head N. Y. Sales for WJBK-TV

MAURICE E. McMURRAY, national sales manager of WJBK-TV Detroit, moves his base of operation to New York effective today (Monday). Purpose of the move, according to the station, is to bring about closer contact with agencies; WJBK-TV's national representative, The Katz Agency Inc., and Storer Broadcasting Co.'s national sales office, which has been enlarged in both New York and Chicago. Mr. McMurray's office will be located at Storer House, 118 E. 57th St.

WTTG (TV) Changes Format; Increases Operating Hours

REVITALIZATION of programming of WTTG (TV) Washington, effective Aug. 1, has been announced by Ted Cott, general manager of DuMont's o&o stations. On that date the station will add 31 hours of tv service per week, broadcasting from 9 a.m. to 12 midnight. Included in its programming format change is $920,000 worth of feature and cartoon film. This is claimed to be the largest single film investment ever made by a Washington tv station. It includes 122 new full-length features never seen in the city plus the "Looney Tunes" cartoons. According to Mr. Cott, a series of local programs is now in the planning stage. The whole project is being supervised by Leslie G. Arries Jr., WTTG general manager.

WOR Promotes Jackson

PROMOTION of Richard A. Jackson from manager of publicity to the newly created post of director of public relations for WOR-AM-TV New York is being announced today (Monday) by Gordon Gray, general manager

Selling . . . The Nation's 37th Retail Sales Market

WONE

RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS
PHONE HEADLEY REED CO.

DAYTON, O.
"THE CITY BEAUTIFUL"

WCBS' Banner Day

WHILE network radio sales activity appeared on the upswing last week, CBS-owned WCBS New York reported three national advertisers signing contracts with the station in one day (July 8), representing a billing of $98,000. The three advertisers: Libby, McNeill & Libby, through BBDO; Sunkist Fruit Growers Assn., through Foote, Cone & Belding, and Schweppes Beverages, through Biow-Beirn-Toigo. Libby and Sunkist purchases were for 13 weeks and Schweppes for 8 weeks. All three advertisers signed for 31 participations and 31 station breaks per week.

of the stations. Mr. Jackson is expected to undertake additional duties in the exploitation of *Million Dollar Movie* and the Autry-Rogers package of films on WOR-TV.

Mr. Jackson joined the stations in October 1953 as business news editor and in August 1954 advanced to manager of publicity.

WBAP-TV Doubles Local Color

DOUBLING of its local, live color television schedule was announced last week by WBAP-TV Fort Worth, which last Monday began a Monday-Friday, 11 a.m. to 1 p.m. slate of color shows. A new program, *The Jones Place,* from noon to 1 p.m., has been added to the current *Texas Living* show to effect the schedule boost.

Another regularly-scheduled local show in color on WBAP-TV is the Saturday night, hour-long *Barn Dance*.

Richard Oberlin Resigns As WHAS-AM-TV News Chief

RICHARD OBERLIN has announced his resignation as news director of WHAS-AM-TV Louisville, Ky., effective Sept. 3. He said that for several years he wanted "to get into the management side of radio and television, find employment in a less public business or go into business for myself." Mr. Oberlin added that at the moment he is considering a "number of possibilities, among them some in local industry." A native of Cleveland, he joined the *Louisville Courier-Journal,* owners of WHAS Inc., in 1941 and five years later moved to the WHAS news department.

In his announcement, he publicly thanked Barry Bingham, president, and Mark Ethridge, vice president, for their advice, assistance and encouragement since his joining the *Courier-Journal.*

The Word

PURCHASER of a forthcoming Arizona-Mexico Baseball League game on KOLD Yuma is the local Episcopal church. Between-innings "commercials" will be an invitation from the minister to listeners to attend Sunday services.

Long Voyage Home

APPARENTLY Mrs. Bradhering guessed she didn't stand a chance to win the guessing contest conducted by WPEN Philadelphia. As it turned out, however, she won the top prize—a vacation in Spain. When WPEN tried to reach her to tell her of her good fortune the station was told: "Sorry, but Mrs. Bradhering is vacationing in Spain." The guessing contest was aired on WPEN's *Mambo Dancing Party.*

Picard Heads WSAM

MR. PICARD

APPOINTMENT of Vincent Picard as managing director of WSAM Saginaw, Mich., was announced last week by Fred Knorr, president of Knorr Broadcasting Corp., WSAM licensee.

A 10-year radio veteran, Mr. Picard is a lifelong resident of Saginaw. In addition to WSAM Knorr Broadcasting also owns WKMF Flint, WKMH Dearborn and WKHM Jackson, all Michigan stations.

This is not an offer of these Securities for sale. The offer is made only by the Prospectus.

141,265 Shares

Collins Radio Company

Class B Common Stock

($1 Par Value Per Share)

Price $21.50 per Share

Copies of the Prospectus may be obtained in any State in which this announcement is circulated from only such of the underwriters as may lawfully offer these securities in such State.

Kidder, Peabody & Co. **White, Weld & Co.**

July 13, 1955.

First Hand Report

A SCOOP was scored by Ralph Childs, news editor of KMA Shenandoah, Iowa, while checking on a wire service story on a rain storm in the adjacent area of Torrington, Wyo.-Scottsbluff, Neb. Unable to reach Torrington by phone, he called the newsroom of KOLT Scottsbluff and spoke to Bill Brannen, news director. Mr. Brannen had just left the microphone, after alerting listeners to a possible tornado, and started to describe for Mr. Childs the extent of the rain storm when the feared tornado struck. Editor Childs held on and tape recorded the incident until the six-minute reel was complete. At this point communications to Scottsbluff were knocked out and KMA and "Scoop" Childs, the only ones to know of the disaster, passed the news on to the wire services.

KDKA Sales at High Mark for First Six Months

KDKA Pittsburgh has reported that its local sales during the first six months of 1955 were the highest in the 35-year history of the station. Local sales for the January-June 1955 period were 28% above the same period last year and 115% above the first half of 1953.

May local sales were 7% above the previous high for a single sales month set in October 1954.

L. R. Rawlins, KDKA general manager, pointed out that the station has not only increased its sales volume but is also serving a larger number of accounts and of a more diversified nature than before.

KDKA is owned by Westinghouse Broadcasting Co.

REPRESENTATIVE APPOINTMENTS

WROW-TV Albany, N. Y., appoints Harrington, Righter & Parsons Inc., N. Y., as national representative.

KJBS San Francisco appoints Adam J. Young Jr. Inc., N. Y., as national representative, effective Aug. 10.

L. A. Trinaural Airing

FACILITIES of KFAC-AM-FM Los Angeles and KHJ-FM Hollywood were pooled to present the first trinaural broadcast in Los Angeles radio history at the first concert of the 1955 Hollywood Bowl season July 7. The very high fidelity stereophonic trinaural effect was achieved in the home of listeners by placing an am speaker in the center of the room tuned to KFAC and two fm speakers, one tuned to KFAC-FM and one to KHJ-FM, anywhere from seven to 12 feet on both sides of the am receiver. KHJ and KFAC microphones were set up in corresponding patterns on the Hollywood Bowl stage to insure proper tonal balance for the broadcast.

REPRESENTATIVE PEOPLE

George (Buck) Hurst, former eastern sales representative, KMOX St. Louis, named contact man, sales dept., CBS Radio Spot Sales, succeeding **Robert M. Dooley,** who has been named account executive in N. Y.

REPRESENTATIVE SHORTS

James S. Ayres Co. (southeastern station representative), Atlanta, opens branch office, 127 W. 7th St., Charlotte, N. C.; telephone: Franklin 5-6146. Gene Sink, former regional sales manager, WLOS-TV Asheville, N. C., is manager, covering N. C., Va. and most of Tenn.

Katz Agency, Atlanta, has moved to 1321 Fulton National Bank Bldg., 55 Marietta St.

Ben Paschall, Hollywood station representative, moves to 1709 W. 8th St., L. A. Telephone is Dunkirk 8-7778.

STATION SHORTS

WQAN Scranton, Pa., changes call to WEJL in memory of late E. J. Lynett, father of Edward J. and Elizabeth R. Lynett, co-publishers, *Scranton Times,* station licensee.

STATION PEOPLE

Edward G. Gardner, formerly vice president and general manager, WBTM-AM-FM-TV Danville, Va., appointed general manager, WORD-WDXY (FM) Spartanburg, S. C., succeeding **Paul von Hagel,** who transfers to affiliated WNOK-TV Columbia, S. C., as commercial manager.

1410 on your Radio Dial WING
UD FOOT BALL
Meadowdale Homes of Dayton
Hasty Tasty Drive-in Restaurants
ON THE AIR 24 HOUR

CO-SPONSORSHIP of all U. of Dayton 1955 football games, to be broadcast by WING there, is agreed to by Tasty Drive-In Restaurants and Ohio Home Distributors Inc. L to r (seated): Charles Poston, president of Hasty Tasty; Jack Deger, advertising and sales promotion manager, Ohio Home Distributors; standing, Alex Buchan, WING vice president, and Bill Kehl, sports director for the station.

Marvin L. Rosene, general sales manager, KSTP-AM-TV Minneapolis - St. Paul, named vice president in charge of sales.

MR. ROSENE

Lee Case, formerly disc jockey, WBAL Baltimore, to WAYE Baltimore as general manager and personality; **Francis (Bud) Roberts,** appointed WAYE sales manager; **Phyllis Leftwich,** Miss Maryland '54-'55, to WAYE as disc m.c.

Michael Finn, general manager, WEOA Evansville, Ind., to WFBM Indianapolis as program director, succeeding **Bob Yeager,** who will devote entire time to WFBM talent bureau.

Robert G. Murdock, assistant to promotion manager, KSL-AM-FM Salt Lake City, appointed promotion director.

Effie Sams, account executive, WIRL Peoria, Ill., appointed sales manager.

MRS. SAMS

Roger Read, assistant sales manager, WKRC-TV Cincinnati, named local sales manager; **Robert Schlinkert,** general sales manager, assumes additional duties, assistant to executive vice president and general manager.

GATES
HI-WATTER
SERIES
MORE WATTS PER DOLLAR INVESTMENT

GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
OFFICES IN
NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES

Edward H. Grigg, assistant promotion manager, KFI Los Angeles, adds duties as publicity director, succeeding **Rose Morgan,** resigned.

MR. SWIFT

G. Paschall Swift appointed sales manager, WGR-TV Buffalo, N. Y., supervising national and local sales and promotion and public relations depts.; **Oliver Howard** named WGR-AM-TV regional sales manager and public relations director.

Wally Foxal, account executive, KHOL-TV Kearney-Holdrege, Neb., appointed assistant sales manager.

Joseph T. Conway, formerly with WKDN Camden, N. J., to WIBG Philadelphia as account executive.

John B. Ross, formerly with WSOC Charlotte, N. C., to sales staff, WIST Charlotte.

Al Solari, formerly with sales staff, WJAR-TV Providence, R. I., to WMUR-TV Manchester, N. H.; **Eva Benoit** to WMUR-TV as promotion manager and personality.

Carl Stohn Jr., production supervisor, WIRI (TV) Plattsburg, N. Y., promoted to program director; **John Brinkley** added to staff as announcer.

Wayne Carter, formerly with Keene & Keene Adv., Seattle, to KTAC Tacoma, Wash., as local account executive.

Dick Brasie, formerly with news staff, WKAR-TV East Lansing, Mich., to KRNT-AM-TV Des Moines, Iowa, as reporter-newscaster; **Bill Johnson,** formerly with news staff, WOI-TV Ames, Iowa, to KRNT-TV as news writer-photographer.

Joe Gibney, personality, KLIX Twin Falls, Idaho, to talent staff, KDYL Salt Lake City.

Mac Ryder to KDKA Pittsburgh on *Knight Ryders* show.

John C. F. Lennhoff, former staffer, WDRC Hartford, Conn., to announcing staff, WTIC Hartford, succeeding **Jim Strong,** who has moved to advertising promotion staff, *Life* magazine, N. Y.

Robert D. Rachlin, formerly with announcing staff, WMMW Meriden, Conn., to announcing staff, WCCC Hartford, Conn.

That Voice Is Familiar

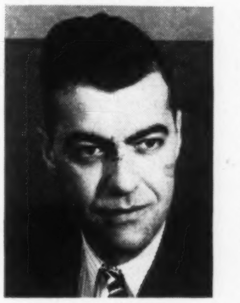
WHEN Charles Shull, a graduating senior in radio-tv at the U. of Indiana, applied for a position with WLW Cincinnati, he never dreamed he would find his own work "on the air." But that's what happened when he sent an audition tape of a program he wrote about campus activities, according to the university's radio-tv department. WLW called, requesting permission to use the tape on its college series, *For Everyman.* It was granted and the program was aired May 28. Indiana U. claims it was the first time, to its knowledge, an audition tape came over the air as an actual program.

Booming Beckley Business

TO PROMOTE their Friday and Saturday "Bargain Day" event, merchants in Beckley, W. Va., purchased 500 extra spot announcements over WWNR there, and the station broadcast around the clock on behalf of the weekend sale. Beginning at 7 p.m. Thursday evening WWNR originated all its programs from a tent on the lawn of the Raleigh County Courthouse. Besides top entertainment, the station reports that participating advertisers made in-person appearances to describe their weekend "specials." The WWNR tent, furniture and 100 prizes for the promotion were provided by the advertisers. The results were so successful, according to WWNR, the Beckley Business Bureau has decided to conduct four similar city-wide promotions yearly.

Ray Lane, former announcer and production staff member, WKAR-TV East Lansing, Mich., to announcing staff, WWTV (TV) Cadillac, Mich.

Harry O'Connor, formerly commercial manager, KTXN Austin, Tex., to commercial staff, KTSA San Antonio, Tex.



MR. CHOWN

Donn M. Chown, formerly assistant program manager, WJR Detroit, appointed program manager, WGY Schenectady, N. Y.

Betty Frank, formerly with Hormels Girls Orchestra, to public service staff, WHBF Rock Island, Ill.

Alex Groza, former All-American basketball player, to sports staff, WTRF-TV Wheeling, W. Va.

William B. Caskey, vice president and general manager, WPEN-AM-FM Philadelphia, appointed to three-year trustee term, Charles Morris Price School of Adv. & Journalism, Phila.

Duane Brady, personality, WTVN Columbus, Ohio, named "Kentucky Colonel" by Ky. Gov. Lawrence Wetherby in recognition of services rendered to Ky. armed forces members in Far East as former Armed Forces Radio Services chief newscaster in Japan.

Paul Dixon, personality, WLW-AM-TV Cincinnati, featured in August issue, *Tv-Mirror* magazine.

Charles B. Jordan, vice president and general manager, KFJZ-TV Ft. Worth, Tex., returns to work after six months' rest following heart attack last January.

Jack Sheridan, announcer, WIRE Indianapolis, Ind., father of boy, Mark Anthony, June 30.

J. R. Brock, technician, WHBF Rock Island, Ill., father of boy, Stephen Jay; **Don Wooten,** WHBF-TV director, father of girl, Theresa Ann.

George Thompson, announcer, WNHC-TV New Haven, Conn., father of girl, Dorothea Jean, June 28.

Bob McCoy, staff announcer, WIRI (TV) Plattsburg, N. Y., father of boy, Robert Mark, July 5.

EVEN LEE WATCHES

W·H·E·N TV

Good thing the surrender terms didn't include Channel 8 — Lee would have started the war all over again!

Down in Lee country, folks have been known to pass up seconds of corn pone and chitlins rather than miss a single moment of WHEN-TV.

Naturally, we mean Lee, N. Y., just one of more than 250 upstate communities that stand up and salute every time Channel 8 flashes on their TV screens. Awfully tiring, this saluting business, but with Lee it's a matter of love.

Livin' is rich and easy in Lee, 'cause folks there are buyers. You sellin'?

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES W·H·E·N TV

CBS
ABC
DUMONT

A MEREDITH STATION

CHANNEL 8

SYRACUSE, N.Y.

LAST
CALL FOR
COPY
TELECASTING
YEARBOOK & MARKETBOOK
GOES TO PRESS
AUGUST 1
Wire, or call collect
today to any
B•T
office

Ad Council Plans Support Of World Peace Moves

THE ADVERTISING COUNCIL has announced it will conduct two campaigns designed to promote world peace—one on behalf of the United States Committee for the United Nations and the other for the Crusade For Freedom.

The UN campaign will be keyed to the observance of the 10th anniversary of the organization and will promote the observance of UN Day (Oct. 24) in the U. S. The Crusade For Freedom project, accepted by the Council for the fifth year, will be conducted next January and February, and will raise funds for support of the activities of Radio Free Europe and Free Europe Press. Both campaigns will utilize radio and television, newspapers and magazines.

WCAU-TV Safety Drive

WCAU-TV Philadelphia has initiated a summertime safety campaign which, the station claims, will reach over eight million visitors to resorts on the south New Jersey coast.

Dynamite Warning

WREX-TV Rockford, Ill., aided the Winnebag County sheriff's office in locating a quantity of dynamite stolen from a nearby quarry. The Rockford station gave air time to sheriff deputies in order that the deputies might warn the local residents about the explosives. Two days later the dynamite was found by two WREX-TV viewers.

Help for a Road Jam

KYW Philadelphia warned July 3d Sunday motorists to avoid the worst traffic jam in 29 years over the Delaware River Bridge. The station advised the motorists to travel on alternate routes through Philadelphia while the seven-hour tieup lasted.

PLANS for the eighth annual baseball game sponsored by the Junior Baseball Federation of Philadelphia to raise funds for equipment and supervision for sandlot baseball are reviewed by Arthur Hinkel (seated), Philadelphia Transportation Co. treasurer and federation president and (l to r): Douglas Hibbs, WTEL program director; Rupe Werling, WIBG program director; Pat Stanton, WJMJ owner, and Willima B. Caskey, WPEN vice president-general manager and chairman of the benefit game's radio-tv committee. This year's game will match the Philadelphia Phillies against the Washington Nationals on Aug. 15.

Students Take Over WBEL

DRIVE to collect pennies for a new student union building was conducted by students of Beloit College when WBEL Beloit, Wis., turned over its facilities to them for a day. The students announced, operated turntables, filed records, answered phones and even helped solicit and write commercials for their "Pennython." Requests were played for listeners who pledged to the new union and the money mounted as sororities, fraternities and individuals rivaled each other for their songs. Almost $300 had been collected by the time WBEL went off the air that day.

KRCA (TV) Teenage Benefit

TO KICK-OFF a fund raising campaign for the construction of a Valley Teen Center, KRCA (TV) Hollywood held a three-hour "Teenage Benefit Dance and Carnival" June 18 at the NBC-TV parking lot in Burbank, Calif. As part of KRCA's teen night, a half-hour program featuring entertainment, interviews and music with Dick Whittinghill and Harry Koplan as co-m.c.s was telecast. The NBC orchestra, led by Robert Armbruster, was among those contributing dance music.

WQAN Gets Blood

WQAN Scranton, Pa., in response to calls from three hospitals for blood for three patients, aired a mid-morning message which produced more than 20 donors by noon of the same day.

UCP Telethons

UNITED CEREBRAL Palsy telethons June 18-19 at WMBV Green Bay, Wis., and WLBT-TV Jackson, Miss., showed pledges and cash donations totalling $131,824, UCP has announced.

Memorial for Safety

ON JULY 4th WSTR-AM-FM Sturgis, Mich., devoted intervals of 27 seconds air time to recognition of persons killed on Michigan highways. The 27-second memoriam, taped beforehand, was broadcast as reports of the deaths were received by the station.

WKOV Helps Fire Survivors

WKOV Wellston, Ohio, has sparked a fund drive for a family left destitute by a fire which killed four of seven children. Enough money was raised to buy a cottage for the remainder of the family.

KYW Cited in 'Record'

KYW Philadelphia was cited in *The Congressional Record* by Rep. Paul B. Dague (R-Pa.) "for its prominent part in a fund drive to aid a young Lancaster County woman widowed and left destitute in a tragic highway crash."

Tv Benefits UCP

TWO tv outlets—KWTX-TV Waco, Tex., and WEAR-TV Pensacola, Fla.—last fortnight brought in nearly $100,000 in pledges and donations to the United Cerebral Palsy, the organization has reported. Breakdown: $22,000 in pledges and $10,000 in cash via KWTX-TV's telethon; WEAR-TV's initial figures: $64,000 in cash and pledges.

City Council Meetings Aired

KRES St. Joseph, Mo., has begun broadcasting the local city council meetings, claiming it is the first series of its type to be heard in the city. KRES reports the council meetings have become one of the station's most popular programs.

WKAP Takes Kids to Circus

VERN CRAIG of WKAP Allentown, Pa., raised enough money on his *Craig Collins* program to finance a trip to the Barnum & Bailey Circus for 70 children hospitalized at the Allentown State Hospital. The station also provided refreshments for the youngsters.

KABQ Pleads for Blood

THROUGH the efforts of KABQ Albuquerque, N. M., 34 pints of blood were contributed in one day to the emergency needs of the Bernalillo County Indian Hospital in that city. After receiving a call from the hospital for type O positive blood, KABQ broadcast pleas for contributions until the hospital had an ample supply.

In the Swim

A RADIO AUCTION held during three afternoons over KIRX Kirksville, Mo., raised $8,800 for the Swimming Pool and Youth Fund of the local Rotary Club. All broadcast time and promotion spots for the broadcast were provided without cost to the Kirksville Rotary Club by KIRX.

WFLA-TV Aids CP Fight

MORE than $100,000 in pledges and approximately $25,000 in cash was raised on WFLA-TV by a Cerebral Palsy Telethon. The Tampa, Fla., station was assisted by such celebrities as *Dragnet's* Ben Alexander, Leo Carillo, and Toni Gilman, NBC-TV actress.

WRC Airs Mock A-Raid

WRC Washington broadcast evacuation instructions to the populace during a mock A-bomb raid June 15th. NBC Washington correspondent Russ Tornabene and WRC News Editor Bill Sprague gave on the spot commentaries of the proceedings. Tape broadcasts made by Mr. Tornabene were heard over NBC's *Monitor*.

$28,240 for Public Service

KMAN Manhattan, Kan., reports it has spent $28,240 for public service in the past five years. The amount is exclusive of time given to national military recruitment, bond drives, etc., the station says.

WDRC Helps Summer Camp

WITH the help of WDRC Hartford, the Annual Needle Club Campaign for funds for a summer kids camp run by *The Hartford Courant* raised $1,436 toward the camp's expenditures. This amount was largest individual contribution to the camp fund.

Mental Health Benefit

NBC-TV's *Masquerade Party* presented a Mental Health Tele-Party program to help raise proceeds for the rehabilitation and treatment of people with mental health problems. The program was in cooperation with the Vanderburgh County Mental Health Assn.

RICHARD E. McARDLE (l), chief of the Forest Service, U. S. Dept. of Agriculture, presents the "Presidential" model of Smokey the Bear to Paul M. Hahn (c), American Tobacco Co. president, for the company's advertising support of forest fire prevention. Allan M. Wilson (r), acting president of The Advertising Council. thanked Mr. Hahn on behalf of the Council, which conducts the nationwide forest fire prevention advertising campaign.

Good News

JULES RIND of WPEN Philadelphia, while covering a story about five boys killed or injured in a Canadian mountain avalanche, learned that the father of one of the surviving boys was at sea when the news of the accident broke. Mr. Rind called the parent via ship-to-shore phone, informing him that his son was alive.

WFIE-TV Aids Mental Health

WFIE-TV Evansville, Ind., presented a Mental Health Tele-Party emceed by Peter Donald of NBC-TV's *Masquerade Party*. Proceeds from the show, which was produced in cooperation with the Vanderburgh County Mental Health Assn., were to be used to assist in the rehabilitation and treatment of people with mental health problems.

WICS (TV) Little League Team

WICS (TV) Springfield, Ill., currently is sponsoring a team in one of the 12 Springfield Little Leagues. The station builds its sports programs around the appearances of the young players.

WSJV (TV) Covers Evacuation

NETWORK display was given to film shot by WSJV (TV) Elkhart, Ind., as part of its coverage of a mythical A-bomb evacuation in nearby South Bend. The station aired 25 IDs and spots urging the cooperation of the people of the area to be evacuated and staged two half-hour and one 15-minute live shows with Civil Defense and South Bend officials appearing to explain the operation. In addition, the station made a sound-on-film one-minute spot of the South Bend mayor which was put on the air the moment the alert for "Operation Exit" was given. Both ABC and CBS News Film commissioned the station to supply sound and silent film of the evacuation for national network showing. WSJV stationed camera crews throughout the city and at evacuation headquarters as well as sending a cameraman up in a helicopter for aerial shots.

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ABC
and
KMBC-TV
Kansas City's
Most Powerful
TV Station

Effective September 28, 1955, KMBC-TV joins the nation's most dynamic and fastest-growing television network, the American Broadcasting Company. For programming details, consult your Free & Peters Colonel or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

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All 3
Market...
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Contact us
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John Blair man
TODAY!

WLS
The PRAIRIE FARMER STATION
CHICAGO 7

890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

ON THE DOTTED LINE

A THREE-DAY, 18-hour program to promote highway safety over the July 4 holiday was purchased by the Delta companies (insurance) over WLCS Baton Rouge, La. The program, broadcast at peak traffic hours of 1-4 p.m. and 7-10 p.m., was described as "the largest sale of bulk radio time in Baton Rouge." Discussing the sale are (l to r) Col. Chester B. Owens, director of public safety; Lamar Simmons, general manager of WLCS; David W. Thomas, president of the Delta companies, and Col. Francis Grevenberg, superintendent of police for the state of Louisiana.

JOHN MARTIN (c), hunting and fishing authority, will host a new weekday evening program on WAGA Atlanta titled *Inside Outdoors,* with Schlitz beer sponsoring. Red Thomas (r), Atlanta distributor for Schlitz, signs the pact as Lew Reynolds, WAGA account executive, looks on.

AS Union Pacific Railroad starts its sixth year of Monday, Wednesday and Friday segments of KNX Hollywood *11 P.M. News,* the occasion is marked in one of the railroad's astro-dome observation cars with an interview with Horace Northcutt (l), U. P. general advertising manager, conducted by Max Roby, KNX newscaster (holding mike), and Marion Welborn, manager, The Caples Co., Los Angeles.

EXCLUSIVE
FELIX
BASEBALL CONTEST
2 GRAND PRIZES
WORLD SERIES
DETAILS HERE!

WORLD SERIES CONTEST being conducted by Felix Chevrolet Co. of Los Angeles over KMPC there is discussed by (l to r) Gilbert Sly, general manager of Felix Co.; Edward Stodel of Stodel Adv., Felix agency, and Jack Mulligan, KMPC account executive. The automobile firm sponsors KMPC broadcasts of the Los Angeles Angels games and credits the baseball broadcasts with being largely responsible for sales records now being set.

SPONSORSHIP of *Science Fiction Theatre* on KGEO-TV Enid, Okla., by Evans Cut Rate Drug Center, in cooperation with McKesson-Robbins Co., is agreed to for 52 weeks by Sam Evans (seated), Evans ad manager, and (l to r) Paul Teague, McKesson - Robbins representative, and Tom Belcher, KGEO-TV sales manager.

CHARLES (HAPPY) CAMPBELL (c) renews for his Welfare Finance Co. the 7 a.m. *Morning Round-Up* on WHAS Clarksburg, W. Va. With him are John Peters (l), WHAR assistant sales manager, and Frank Gregg, WHAR sales manager. Mr. Campbell, the first advertiser on WHAR when it went on the air in 1947, attributes 40% of his new business to the morning show.

JAI LAI, Columbus, Ohio, restaurant and nightclub, contracts with Crosley's WLWC (TV). Program features Bud Gillis, WLWC program director who interviews Jai Lai patrons. L to r: Lloyd Forrest, WLWC account executive; Mr. Gillis; Ed Docherty, vice president of Jai Lai Cafe Inc., and Dick Wright, Jai Lai secretary-treasurer.

RADIO-TV ARTISTS PLAN FULL STUDY OF PAY-TV'S POSSIBLE REPERCUSSIONS

AFTRA spokesmen see possible dangers in toll system in citing necessity of exhaustive survey. Convention in Seattle also indicates further study is necessary on 'Monitor' before renewing present waiver agreement.

THOROUGH investigation of pay-as-you-see television, from the standpoint of its possible impact on performing artists, was voted by the American Federation of Television & Radio Artists (AFL) meeting in national convention at Seattle July 9-12.

Following its own study, the AFTRA committee was instructed by the convention to consult with the Screen Actors Guild and other allied groups.

"AFTRA is not opposed to the idea of pay-as-you-see television," it was explained to B•T by Don Courtnay, Seattle local president and member of the AFTRA national board. "We do see it as a potential danger to our members, however, and so we have authorized an intensive study."

On recommendation by the Chicago local, the AFTRA convention voted to conduct a survey of results of the NBC Radio program *Monitor* before renewing the present waiver arrangement. The first agreement is scheduled to run for six months from the start of the show, and the study is to be undertaken not later than two months ahead of the waiver's expiration.

The arrangement will be renewed, Mr. Courtnay explained, if it is found that the relationship with the network is beneficial to AFTRA members.

The convention also defeated a proposal, which has been rejected at previous sessions, to put the convention on a biennial basis. It will, therefore, be held in 1956, at a place to be announced later.

AFTRA Re-elects Nelson, Names Officers at Meeting

AMERICAN Federation of Television & Radio Artists last week re-elected Frank Nelson, Hollywood, as president for the coming year. AFTRA, at its annual convention in Seattle, Wash., also announced the following elections:

Regional vice presidents, Bud Collyear, New York; John Gannon, Chicago; Conrad Nagel, New York; Olan Soule, Los Angeles; Wanda Ramey, San Francisco; Don Courtnay, Seattle; Dwight Weist, New York. Recording secretary, Evelyn Fryman, Washington. Treasurer, Stan Farrar, Los Angeles.

Writers' Pact Approved

A NEW contract covering freelance network radio writing has been unanimously approved at concurrent meetings in Los Angeles and New York by the Writers Guild of America.

A WGA West spokesman said the contract, to run until March 1958, is identical to the live network tv agreement negotiated last May, except for price differentials between radio and tv.

Among the provisions of the radio pact are separation of radio and tv rights; greater participation in subsidiary rights; 100% payment for each radio re-use during the limited period of exclusivity; payments of 133% of the minimum for simulcasts, and payments for outlines and coverage for audience participation writers.

AFTRA Convention Backs Seattle Union Strike Vote

A STRIKE VOTE against KIRO KOMO KING KJR KXA Seattle by the local chapter of the American Federation of Television & Radio Artists was backed by AFTRA's delegates, assembled in national convention in Seattle. The local also has asked sanction by the Seattle Central Labor Council, without which the strike would not be put into force. Present contract expired March 1. Wage scale for announcers is reported as the key issue with the union seeking an increase from $105 to $125 weekly. Stations are said to have offered an increase to $109.

Screen Guilds Solicited To Support 5-Day Week

SUPPORT of demands of the Screen Actors Guild and the Screen Extras Guild for a five-day work week was asked by the International Alliance of Theatrical Stage Employes Cameraman's Local 659, Hollywood.

E. T. Estabrook, president of Local 659, which is a leading exponent of the five-day week demand [B•T, June 6], sent wires to both SAG and SEG, asking that they also make similar demands in their current negotiating sessions with the Alliance of Tv Film Producers and the Motion Picture Producers Assn. (major studios).

The IATSE film unions, which reportedly have agreed to make the five-day week a chief demand, will start negotiations with the ATFP and MPPA in New York, in August and October, respectively.

CBS Artists Pick IATSE

INTERNATIONAL Alliance of Theatrical Stage Employes (AFL) announced last week that graphic artists employed at CBS voted unanimously in a National Labor Relations Board election on July 6 for IATSE as their bargaining agent. They will be affiliated with the union's radio and television department, which already covers a number of other CBS groups, including property controllers, special effects and scenery expediters, set decorators, contact reporters and radio set-up men.

Union Named at WOR-AM-TV

INTERNATIONAL Alliance of Theatrical Stage Employes (AFL) was chosen last week as collective bargaining agent for engineers and technicians employed by General Teleradio Inc. at WOR-AM-TV New York.

The vote in the election, conducted by the National Labor Relations Board, was 98 for IATSE; 10 for the International Brotherhood of Electrical Workers, which previously had represented these employes, and one for no union. There were 120 employes eligible to vote.

Wherever you **G**o ... there's **R**adio

and in Buffalo Radio means

WGR
Buffalo's FIRST RADIO Station
Hotel Lafayette
Buffalo, N. Y.

NBC Basic Affiliate
Representatives: FREE and PETERS

IN EVANSVILLE INDIANA
WISE BUYERS CHOOSE

50
THRIFTY FIFTY

SALES WITH SHOWMANSHIP
HIGH NOON RANCH
Mon. thru Fri., 11:45 to 12:15
Featuring Doug Oldham and The Dixie Six, Jeannie Lamb and Ulysses Carlini—the tops in "local live" programming.
PARTICIPATIONS AVAILABLE
Represented by MEEKER TV and ADAM YOUNG—St. Louis

CHANNEL 50
WEHT
CBS
NOW OPERATING
WEOA-CBS, RADIO

Strike at Tv Networks Threatened by Artists

NEGOTIATING COMMITTEE of the United Scenic Artists Local No. 829 met with a representative of the Federal Mediation Service in New York last Friday in an effort to resolve a contract dispute with ABC-TV, CBS-TV and NBC-TV. The union members last Monday authorized the committee to call a strike, if necessary, which could eliminate live presentations from New York studios.

The main issue of the dispute centers around wages for the union's 210 members, employed at the three networks as costume designers, scenic designers and scenic artists. Members have been working without a contract since April 1, when the old agreement expired.

In talks since last April, the union and the networks have not been able to reach an understanding on wages. It is reported that the factions are "far apart" on this provision of the proposed contract, with the union maintaining that the networks' wage offer is "far below" those paid to similar workers in stage and screen employment.

It was learned by B•T that the old contract called for salaries of $210 weekly for scenic designers; $157.50 weekly for costume designers; $159.39 for journeyman scenic artists, and $198.75 for foremen in the latter group. The networks' offer is reported to be a 7% wage increase for scenic and costume designers, and a 5% raise for scenic artists. The union is pressing for a reported 35% increase in wages for costume and set designers, and a "somewhat larger" raise for scenic artists than the one proposed by the networks. It is believed that the union is adopting a more conciliatory attitude regarding the scenic artists, because they work a 37½-hour week, with provision for overtime pay after 40 hours.

One of the complaints regarding set and costume designer employment is that, in theory, they are on an unlimited work schedule, with no set hours, because they are considered "professional" workers. A union spokesman said they often have to work long hours on a seven-day basis, with the average work week at least six days, and without overtime compensation. A network official acknowledged that set and costume designers are "on call" 24 hours a day, and on occasions have to work long hours when a contingency arises, but claimed that it is not a week-in, week-out practice.

Despite the strike authorization, a source close to the union predicted that a walk-out would not be expected over the weekend. He pointed out that following its latest meeting with the Federal Mediation & Conciliation Service, the union planned to meet with the networks and a fact finding board, consisting of representatives of teamster, musician, actor and stage hand unions, before taking its next step.

WTVD
DURHAM-RALEIGH
now has
245,690
TV SETS (source: Television Magazine)
More Sets than
JACKSONVILLE, Florida
or
RICHMOND, Virginia
WTVD
DURHAM-RALEIGH
CHANNEL 11
NBC-ABC
Call HEADLEY-REED

Film Bargaining Sessions Stalled, SAG's Dales Says

HOLLYWOOD bargaining sessions with the Alliance of Tv Film Producers and the Assn. of Motion Picture Producers, covering actors, singers and announcers in the tv entertainment field, have reached an impasse, John L. Dales, national executive secretary, Screen Actors Guild, said July 7.

In inviting all other tv entertainment film producers not ATFP or AMPP members to start separate negotiations with SAG, Mr. Dales pointed out that the present contract covering tv entertainment film expires at midnight July 20.

Guild is filing with the San Francisco office of the Federal Mediation & Conciliation Service notice that a dispute exists. In the notice, Mr. Dales states that the impasse is "due to inability to arrive at an agreement on basic issues."

KTTV (TV) Cancels 'Hayride' After Union 'Unfair' Ruling

KTTV (TV) Hollywood canceled its *Sandy's Hayride* program after the Hollywood chapter of American Federation of Tv & Radio Artists declared packager-m.c. C. A. (Sandy) Young unfair.

Published claims by Mr. Young that he was caught in a jurisdictional dispute between AFTRA and Local 47, American Federation of Musicians, were denied to B•T by AFTRA spokesmen. Instead, they claimed Mr. Young had been violating union regulations over "a long period of time."

PERSONNEL RELATION PEOPLE

Stuart Phelps, Hollywood freelance director, elected president, Hollywood local of Radio & Tv Directors Guild, with **Tom Baxter,** ABC, vice president; **Kenneth Finley,** ABC-TV, secretary; **Tom Belcher,** KRCA (TV) Hollywood, treasurer. Elected to two-year terms in executive council radio section: **Frank Morris,** ABC; **Sterling Tracy,** CBS; to tv section: **Howard Quinn,** CBS-TV; **Jack Shea,** NBC-TV. Elected to national board: **Robert Robb,** ABC-TV; **George Fogel,** freelance; **Harfield Weedin,** ABC-TV; Mr. Phelps.

WPEN Philadelphia awarded certificate of appreciation by American Cancer Society.

Jeff York, sales representative, KFSD San Diego, Calif., winner of perpetual award for best overall job in all classifications of radio advertising contest sponsored by Adv. Assn. of West in cooperation with Southern Calif. Broadcasters Assn.

WLW Cincinnati farm dept. presented citation of appreciation from Dayton (Ohio) Dairy Council for "outstanding service and grateful recognition for the emphasis on milk and milk products during the 1955 June Dairy Month."

NBC-TV presented "Ernie" award from Airborne Assn. for "outstanding contribution to national security by a telecast" for "Combat Tv" colorcast last August demonstrating use of tv on battlefield.

E. I. Du Pont de Nemours & Co. (industrial chemicals), Wilmington, Del., presented award from National Education Assn. for ABC-TV May 3 *Cavalcade of America* program, "Stay on Stranger," for "dramatizing the power of education in the lives of all people." Plaques also will be presented to 45 local stations throughout country carrying program.

Assn. of American University Women presented citation for "pioneering vision and outstanding public service" from National Citizen's Committee for Educational Tv.

C. Gregg Van Camp, promotion manager, WTRF-TV Wheeling, W. Va., named winner, "America's Most Beautiful Brides" promotion managers' contest, conducted by General Electric small appliances div., General Foods' *Bob Hope Show* and *Bride* magazine.

Bill Garry, newsroom general manager, WBBM-TV Chicago, has received award from Ground Observers Corps for "voluntary services in support of the Air Defense of the United States."

Cecil Woodland, general manager, WQAN Scranton, Pa., given award on behalf of station by Lackawanna County Cancer Crusade for "noble assistance" in cancer drive.

CBS Radio's *Make Up Your Mind* was honored with special citation from U. S. Treasury Dept. during July 15 broadcast for helping to promote savings bonds.

Bob Campbell, disc m.c., WING Dayton, Ohio, presented honorary truck driver certificate from Ohio Trucking Assn. for *Nitecap* program for being ". . . constant reminder of highway safety and courtesies. . . ."

KFAB Wins 'Osca'

CLEAN SWEEP of the annual awards of the Omaha Safety Council, including the first annual "Osca," has been achieved by KFAB Omaha. Among its credits are the council's award for the best local radio job of the year for its safety efforts and the newly established "Osca" for the best overall job in the interest of safety of any public information medium. The awards were presented June 29 to George Haskell, KFAB public service director. In addition KFAB has received the 1954 National Safety Council public interest award for outstanding public service and safety efforts.

NETWORKS CONCENTRATE ON BIG FOUR

All networks schedule major programs from Geneva.

EXTENSIVE radio-tv coverage of the Big Four conference starting today (Monday) at Geneva got underway Friday when all major radio and television networks carried an address to the nation by President Eisenhower.

Live simulcasts of the President's speech were carried by ABC, CBS and NBC on Friday, 8:15-8:30 p.m. EDT. A re-broadcast of the address was aired on NBC Radio the same evening 10:15-10:30 p.m. The full MBS network carried the report Friday starting at 9:15 p.m. Live coverage was telecast by DuMont Television Network.

ABC Radio's on-the-spot coverage plans included a special broadcast entitled *Report From Geneva,* which will be aired throughout the conference beginning tonight (Monday), 8-8:15 EDT. The broadcast will highlight each day's proceedings and outlook for the future. Other special coverage for the event on ABC includes *Edward P. Morgan News,* when Mr. Morgan will report direct from the conference each evening at 10, and a summary and discussion of the conference Aug. 7 on *America's Town Meeting of the Air.*

On ABC-TV, the President's Friday address was preceded by a quarter-hour telecast, *Report on Geneva,* with Quincy Howe as commentator. Film will be shot daily for ABC-TV for use on *John Daly and the News,* Monday through Friday on the network at 7:15 p.m., and other ABC-TV news shows.

Reactions From Capitals

CBS Radio launched its direct coverage with *Crossroads at Geneva,* yesterday (Sunday), 12:30-1 p.m. EDT, visiting Washington, London, Paris, Moscow and Geneva for reactions of government officials as well as the man in the street. A similar broadcast is scheduled for July 24. Daily broadcasts from Geneva will be carried by CBS Radio, 10:05-10:15 p.m. EDT. Shows which will spotlight Geneva developments are: *World News Roundup, News of America, Allan Jackson and the News,* and *Edward R. Murrow With the News.*

CBS-TV coverage includes *The American Week* with Howard K. Smith as narrator, July 17 and July 24, 7-7:30 p.m. EDT, daily reports on *The Morning Show,* and *Douglas Edwards With the News,* yesterday through July 22.

In relation to the conference, a special quarter-hour telecast was scheduled by DuMont before President Eisenhower's Friday speech.

Highlight of the NBC-TV coverage was to be a one-hour documentary yesterday (Sunday), 8-9 p.m. EDT, featuring live and film segments, and titled "Meeting at The Summit." Another one-shot telecast, scheduled by the network for July 24, is "A Special Report on the Big Four," 5-5:30 p.m. EDT.

NBC Radio will air a special panel discussion program, "Geneva 1955—Pendulum of Peace," tomorrow (Tuesday) 9-9:55 p.m. During the conference, live pick-ups will be carried by the network.

Weekdays, Fulton Lewis Jr. and Henry Gladstone will broadcast on MBS from Geneva. Bob Considine's Sunday show, *On the Line,* originated from the conference yesterday and will have the same point of origination July 24. MBS' *Report From Washington,* handled by Walter Trohan on Saturday, 7-7:15 p.m. EDT, also is being aired from the conference site.

NBC-TV Names Chester

APPOINTMENT of Giraud Chester as manager of program sales administration for NBC-TV was announced last week by Michael Dann, director of program sales. Mr. Chester, who joined NBC-TV in 1954 as program coordinator, has been serving as business manager of the tv network program department.

CBS-TV Signs Victor Borge

CBS-TV has signed Victor Borge to a contract calling for his exclusive services during the 1955-56 season, it was announced last week by Hubbell Robinson Jr., CBS-TV vice president in charge of network programs.

FRONTIER AIRLINES contracts for a Mon.-Fri. morning newscast to be carried by 24 stations of the Intermountain, Don Lee and Arizona networks and to originate from the studios of KIMN Denver, Colo. The news show will be edited by John Bosman, Intermountain Denver news director, and will be broadcast in Colorado, New Mexico, Arizona, Wyoming, Montana and Utah. L to r: Collin W. Lowder, KIMN vice president-general manager; C. A. Myhre, president of Frontier Airlines; John D. Lindsay, Frontier vice president in charge of sales, and Mr. Bosman.

Mickey's Message

ABC-TV is campaigning for "adult" sponsors, as well as advertisers of children products only, for its new fall *Mickey Mouse Club* Monday-Friday daytime strip.

The network's sales department is sending prospective clients a Mickey Mouse "magic slate" on which is scrawled: "ABC-TV's *Mickey Mouse Club* is slated to be the magic force in advertising starting this October. It will even reach *more adults* than the average daytime strip, with excellent cost efficiency. For the full story, call my friend, your ABC-TV salesman." The message is signed by "Mickey."

MOST ADVANCED REMOTE CONTROL EVER DESIGNED

GET THE FACTS, WRITE US TODAY

Interested in cutting operational costs? Rust's two new remote control systems can save your radio station *thousands of dollars each year!* New custom-engineered designs, for both directional and non directional transmitters, offer dependability and performance never before achieved. Why not investigate the possibilities for your station?

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industrial co., inc.
130 SILVER STREET
MANCHESTER, N.H.

24 FUNCTION SYSTEM
Recommended for use in directional and multi-transmitter installations where up to 24 control and metering functions are required.

10 FUNCTION SYSTEM
Recommended for use in non-directional installations where no more than 10 control and metering functions are required.

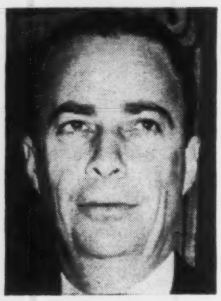
PUBLIC SERVICE CONTEST SET FOR NBC O&O OUTLETS

Denny announces 'leadership' project to intensify stations efforts in furtherance of American way of life. European trip among prizes.

A "LEADERSHIP" contest for NBC-owned stations emphasizing public service was to be announced yesterday (Sunday) by Charles R. Denny, vice president of NBC-owned stations and NBC Spot Sales.

Mr. Denny said the contest was designed "to bring out the best efforts of the NBC-owned stations in interpreting and furthering the American way of life."

The six-month competition among the stations — those eligible include WMAQ - WNBQ (TV) Chicago; WTAM - WNBK (TV) Cleveland; WRCA - AM - TV New York; KRCA (TV) Los Angeles; KNBC San Francisco, and WRC-AM-TV Washington, D. C.—calls upon general managers to marshal each station's personnel, programs and facilities behind the effort.



MR. DENNY

The winning station, according to the plan, will receive a plaque; the general manager and his wife a trip to Europe to the major capitals; prizes worth $1,000 to be distributed among the staff by the station's general manager, and a party for all the personnel.

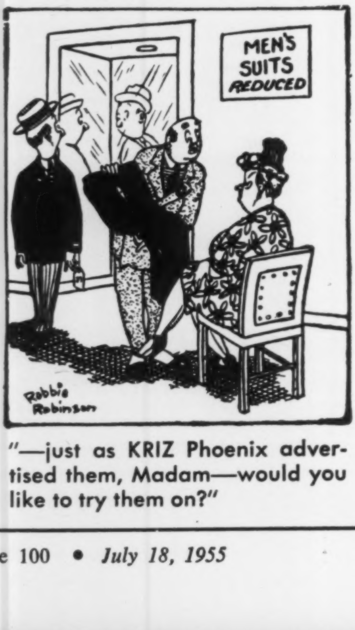
Mr. Denny said that the European trip was "an important aspect" to enable the station's head to observe systems of government and ways of life in foreign countries "in order better to serve his community in interpreting and furthering the American way of life."

Mr. Denny said that arrangements will be made for film and tape-recording coverage of the trip.

The "Distinguished Leadership Award" to be accorded the winning station will be based on the best record in "the two p's—public service and profit," Mr. Denny said, adding that "the role of a broadcasting station in America's democratic and free enterprise system is clearly summed up in that phrase."

The contest will take in the period from July 4 to Jan. 1, 1956. Areas of public service to be taken into account: social welfare, civic, "living together," "people at work," education and news. Judging by a panel, as yet unselected, will be based on the overall effort, including improvements over a six-month period of the previous year and the "general profit picture of the station." Presentations will be submitted by Jan. 15, 1956, Mr. Denny said.

The stations will not be required to follow a restricted path, Mr. Denny said, with new program series, one-shot special programs, use of existing programs and extension of existing projects, as well as promotion of the total effort, all taken into consideration. "A station will be judged on relative leadership, resourcefulness and creative showmanship in a positive approach to democracy," Mr. Denny said.



"—just as KRIZ Phoenix advertised them, Madam—would you like to try them on?"

DuMont Appoints Koblenzer To Sales Management Post

APPOINTMENT of William Koblenzer, eastern sales manager, DuMont Television Network, as sales manager of the network and Electronicam production services [B•T, July 11], was announced Tuesday by Ted Bergmann, director of the broadcast division, Allen B. DuMont Labs.

Mr. Koblenzer, who succeeds Gerry Martin, director of sales of the network who has resigned, has been with DuMont since 1949 when he joined as an account executive. Before that time, he had his own radio-tv package firm in New York, and for more than two years had been in charge of the live radio-tv sales department of Frederic W. Ziv Co.

MR. KOBLENZER

ABC-TV Medical Series Set

NEW half-hour tv series, *Medical Horizons*, will premiere on ABC-TV Sept. 12, 9:30-10 p.m. EDT, under sponsorship of CIBA Pharmaceutical Products Inc., Summit, N. J., in cooperation with the American Medical Assn. The documentary telecasts will originate from medical centers in the U. S.

J. Walter Thompson Co., New York, will package the telecasts with Fred Carney as producer-director. Series will be supervised by Dr. William T. Strauss of CIBA. According to Dr. Strauss, production of the series "will entail the most extensive series of remote telecasts ever attempted by any medical program."

NBC-TV to Chart Radio-Tv Era

SPECIAL, one-time-only program outlining the change in home entertainment from the crystal radio to the television set has been set on NBC-TV's five owned stations on Saturday (8-8:30 p.m. EDT and PDT). Titled *Big Change*, the show will present Jinx Falkenburg as mistress of ceremonies and will include such personalities as Jessica Tandy and Hume Cronyn, Cliff Norton, John Wingate, Vaughn Monroe, the Kal Kirby Quartet and Ben Grauer. The special telecast, which will be produced by WRCA-TV, also will be carried on WRC-TV Washington, WNBQ (TV) Chicago, KRCA (TV) Los Angeles and WNBK (TV) Cleveland.

CBS-TV Names Gottlieb To Head Daytime Shows

APPOINTMENT of Lester Gottlieb, CBS Radio vice president in charge of network programs, as director of daytime programming for CBS-TV was announced last week by Hubbell Robinson Jr., CBS-TV vice president in charge of network programming. Mr. Gottlieb will assume his new post as soon as CBS Radio appoints a replacement.

Mr. Gottlieb, who joined CBS in 1948 as a radio and tv producer, will bring to his new assignment experience in production, talent and program planning in both radio and tv. In 1951 he was appointed director of CBS Radio programs and later that same year was promoted to vice president. In addition to these duties he has produced two programs of the *Arthur Godfrey and His Friends* tv series and is the producer of *Frankie Laine Time*, a CBS-TV summer series which begins Wednesday.

MR. GOTTLIEB

Prior to joining CBS, Mr. Gottlieb was associated with Young & Rubicam, New York, 1944-48, serving initially as head of the radio publicity division, and as supervisor of the agency's radio talent division from 1946-47. Later in 1947 he was named producer of *We the People*.

Early in his career, Mr. Gottlieb had been the first radio editor of *Newsweek* magazine from 1934-35, and from 1936-44 was director of Mutual's press department.

Glett Resigns From CBS-TV; Theis Succeeds on West Coast

RESIGNATION of Charles Glett, for the past five years vice president in charge of services and operations, CBS-TV Hollywood, was announced last week. Appointment of H. Grant Theis, manager of film services, CBS-TV New York, to succeed Mr. Glett as director of tv operations in Hollywood was simultaneously disclosed in New York.

MR. GLETT

MR. THEIS

Mr. Glett issued a statement that he was

TAPE DUPLICATION
Unrivalled capacity, fast complete service
Multiple destination mailings. Experienced engineers Ampex installations assure quality
RECORDED PUBLICATIONS LABS.
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leaving the network for an undisclosed venture combining "my many years of experience in the picture business with the experience I gained in the new and fascinating medium of tv. I will announce my future plans shortly."

Mr. Theis has served CBS since 1941, except for four years service with the U. S. Navy from 1942-46. At one time he was a member of the sales staff of WTOP Washington.

South Carolina Stations Link for College Games

SEVEN South Carolina radio stations will operate as a network this fall to broadcast play-by-play accounts of home and away football games of Wofford College, Spartanburg.

WJAN Spartanburg will originate the broadcasts with Jim Turner, sports director, announcing the play-by-play and Ray Starr, program director, handling the color. Stations participating with WJAN in the Wofford Football network are WDIX Orangeburg, WJMX Florence, WFIG Sumter, WBCU Union, WKDK Newberry and WMRC Greenville.

Joel Robertson, business manager of athletics for Wofford College, said in making the announcement that other stations have been invited to join the network.

WIRI (TV) Joins NBC, ABC

AFFILIATION of WIRI (TV) Plattsburgh, N. Y., with NBC-TV effective today (Monday) and with ABC-TV, effective Aug. 15, was announced last week by the station.

NETWORK PEOPLE

L. Byron Cherry, general manager, outdoor lighting dept., General Electric Co., Schenectady, N. Y., to CBS, N. Y., as management consultant.

Robert S. Finkel, producer-director, former NBC-TV *Jack Carson Show,* to network's *And Here's the Show* in similar capacity; **Jesse Goldstein** and **Irving Taylor** signed as writers.

Matthew Rapf, producer, NBC-TV *Great Gildersleeve,* signed to long-term contract with NBC-TV as staff producer.

William Howard Tankersley, program operations director, CBS Radio, Hollywood, named editing director, CBS-TV there.

Sylvester L. (Pat) Weaver, president, NBC, subject of article in July 18 *Newsweek* magazine and featured on front cover.

Joe Weeks, former CBS Radio announcer, author of novel with radio background, "All Our Yesterdays," published by Rinehart & Co.

Philip Sterling, writer, press information staff, CBS Radio, and wife Dorothy Sterling, co-authors, "Polio Pioneers," story of fight against polio, due for fall Doubleday & Co. publication.

NETWORK SHORTS

KRBC-TV Abilene, Tex., set for September interconnection with NBC-TV. Station also affiliated with CBS-TV, ABC-TV and DuMont.

SUCCESS IN A-TEST REPORTED BY RCA

Analysis released last week on effects to equipment used in atom blast test in Nevada earlier this year.

RCA reported last week that its broadcast equipment, tested less than a mile from the center of a nuclear explosion in Nevada last May, not only survived the blast but could have returned to the air in a few minutes.

According to Theodore A. Smith, vice president and general manager of RCA Engineering Products Div., "not a single tube or component" of the equipment was damaged. Actually, he said, basing his comment on information cleared for release in Washington, only "minor surface damage" was noted.

The civil defense phase of the test made May 5 at the atomic test site in the Nevada desert, some 90 miles from Las Vegas, was held under auspices of the Federal Civil Defense Administration. Member companies of Radio-Electronics-Television Mfrs. Assn. took part.

Mr. Smith said that RCA provided a standard, commercial 250 w radio transmitter and associated equipment that would operate an am station; a mobile radio base station operating in the 25-to-50 mc range, and two mobile radio units installed in automobiles. Equipment was housed less than a mile from the blast center, except for one two-way radio which was placed 10,500 ft. away.

Little Damage to Tower

The minor surface damage to the transmitter, mobile station and two-way radios was caused, he said, by flying glass and debris. The buildings and automobiles in which equipment was installed, however, were either partially or completely destroyed. Virtually no effect was noted on the am station's antenna tower although the blast snapped a smaller one erected for the mobile station, Mr. Smith reported.

The commercial radio transmitter was housed in a building that was heavily damaged. The transmitter, however, Mr. Smith said, came through unscathed but had a power break when lines connected to an outside gasoline generator were severed by falling telegraph poles. Broken lines were repaired in less than 15 minutes, Mr. Smith said, noting "it was evident, in this specific test, that the power failure would have been obviated by underground wiring."

The explosion demolished the house in which the mobile radio station was installed and hurled the station equipment from the second floor to the top of a pile of debris at ground level. This equipment, he said, was found operative when inspection teams arrived.

Mr. Smith said the radio-equipped automobile nearest the blast center and parked outside the transmitter building was badly wrecked but its two-way radio suffered only minor scratches and dents. It, too, was operative. A second car, placed closer to the blast, suffered only slight damage and its two-way radio was untouched.

Information released by those firms who participated in the Nevada tests must first be cleared with the FCDA.

Capehart-Farnsworth Meets, Unveils New Radio-Tv Line

ANNUAL two-day distribution-dealer convention of the Capehart-Farnsworth Co., radio-tv and hi-fi manufacturing division of International Telephone & Telegraph Corp., was held last week at the Hotel Commodore, New York. More than 500 distributors and dealers from the eastern U. S. attended the meetings.

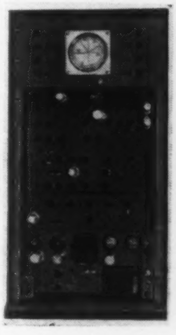
Among products introduced at the convention was a transistorized portable radio, about the size of a king-sized cigarette package, which weighs only 6.4 ounces. The audience was told that the radio, termed the TX-10, can be operated for 80 hours on four hearing aid batteries which cost 36 cents each. It can be operated with a miniature earphone, with a matching speaker unit, or installed in an ashtray base with a speaker and powered by house current.

The new C-F line also features two 21-inch color tv sets. One retails for $795 and the other for $895. Price range on the new monochrome sets runs from $169.95 to $389.95.

Standard Electronics Sells New Studio Control Unit

STANDARD ELECTRONICS Corp., Newark, N. J., subsidiary of the Dynamics Corp. of America, last week announced its newly developed "Studicon," a studio control switching unit which enables studio operators to select particular channels for transmission of the studio output.

First installation of the new unit, which eliminates the necessity for a master control,



Wickes

COLOR SIGNAL CERTIFICATION

A vector display monitoring and test instrument for color signal certification. The VDE-3A incorporates a high-definition Display Oscilloscope, with edge-lighted calibrated overlay. Camera mounting facilities are provided for photographic records of vector display, plus continuous operating check. Equipment features self-calibrating circuits for accurate and dependable signal certification. Protective covers included for safe portability. Display Oscilloscope, Decoder-Keyer, and Burst-Controlled Oscillator available as separate items. The VDE-3A is supplied complete with regulated power supply and mounting rack.

Detailed literature forwarded on request.

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ERNEST DEUTSCH (l), broadcast engineer for Standard Electronics, and Ralph Schlegel, technical facilities supervisor for WOR-AM-FM New York, watch the Studicon control box in operation in the control room of the station. Mr. Deutsch designed and developed the Studicon unit.

is being made at WOR-AM-FM New York. The station's chief engineer, Charles Singer, estimates that the equipment will save WOR $60,000 in operating expenses, SE reports.

In the 12-studio, four-channel WOR operation a Studicon control box is located in each studio and permits the studio operator to select particular channels for transmission of his studio's output. For each channel, control elements include a lever key which activates the channel, a "channel-in-use" light to notify the other 11 operators, a "studio-on" light to indicate to an operator his studio's control of a channel, an "emergency line amplifier" for use in case of failure of the operating line amplifier, and an indicating lamp which indicates a spare amplifier is being used. These controls, SE explains, are duplicated for each channel.

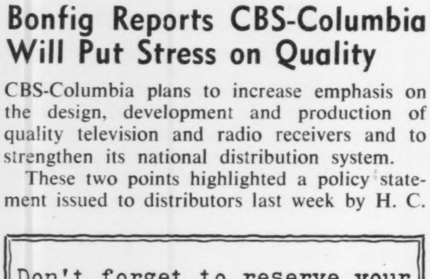
Bonfig Reports CBS-Columbia Will Put Stress on Quality

CBS-Columbia plans to increase emphasis on the design, development and production of quality television and radio receivers and to strengthen its national distribution system.

These two points highlighted a policy statement issued to distributors last week by H. C. Bonfig, president of CBS-Columbia, the tv and radio receiver manufacturing division of CBS. The message, sent in the form of a recording, was the first policy message made by Mr. Bonfig since he became president last month.

Mr. Bonfig told distributors not to expect an "overnight rise" on the part of the company, but said CBS-Columbia already has augmented and strengthened its engineering and designing staff with the view of manufacturing improved products. This, in turn, will lead to reinforcement of the company's national distribution system, he added.

Don't forget to reserve your space in the TELECASTING YEARBOOK & MARKETBOOK today.



Final deadline: August 1
Publication date: Mid-August.
15,000 run.

MANUFACTURING SHORTS

Rust Industrial Co., Manchester, N. H., is producing new 24-function remote control system. Models 108-0D and 108-1D, units are designed for use in directional and multi-transmitter installations where up to 24 control and metering functions are required and are custom-engineered to each station's specifications, featuring drop down panel construction and no tubes.

Hallicrafters Co., Chicago, has reported 20% increase in tv unit sales, with overall sales of $5,799,089 and earnings of $88,197 for fiscal quarter ending May 31. Net profit after taxes was $363,438 and sales were $18,635,074 for nine months ending that date. For same three quarters last year sales were $23,226,340 and firm showed loss of $1,029,935. In third quarter 1954 sales were $7,514,119, loss of $80,598. Company reported profit in all product lines and 825,000 shares outstanding, with biggest unit and sales dollar increases in communications.

Houston Fearless Div., Color Corp. of America, L. A., has introduced new film processor, Labmaster, for processing 16mm negative or positive black-and-white film. Unit is completely self-contained. Film is transported by friction clutch drive and speed of operation is variable from 10 to 35 ft. per minute, depending on type of film, energy and temperature of solutions. Developer and fixer tanks have temperature control and recirculation is provided for developer. All tanks have bottom drains.

Ampex Corp. (magnetic tape recorders), Redwood City, Calif., reports sales of $8,163,000 for fiscal year ending April 1955 compared to $5,418,000 previous year and profits after taxes of $365,736 against $25,691 fiscal 1954. Outstanding shares are 528,740 and earnings per share after taxes this year are 69 cents compared to six last.

Probescope Co., Long Island City, N. Y., has designed new portable miniature oscilloscope, weighing 8½ lbs., 9 in. high, 6 in. wide, 5 in. deep. Unit has input impedance of 2 megohms shunted by 15 mmfd; 10 to 1 attenuator; vertical sensitivity of 100 mv full scale; sweep rate for 20 c to 30 kc in five steps, according to company.

Ampex Corp. (tape recording equipment), Redwood City, Calif., and **John F. Rider Publisher Inc.,** N. Y., approved for membership in Institute of High Fidelity Mfrs., bringing total to 34.

Philco Corp., government & industrial div., S. F., moves to Suite 417, 1355 Market St. Lewis J. Boss is regional sales engineer covering northern Calif., Ore., Wash., Idaho, Nev., Utah, Colo., Mont., Wyo., Alaska, and Hawaii, associated with Griffin L. Ashby, formerly with G&I Denver office.

Precision Apparatus Co. (electronic test, measuring instruments), Glendale, L. I., N. Y., has appointed service div. of Chicago Electronic Labs as a midwest service representative.

Transmitting Equipment

TRANSMITTER SHIPMENT

Station	Power	Band	Use
RCA KWWL-TV Waterloo, Iowa	50 kw	tv (ch. 7)	-----

ORDER

Station	Power	Band	Use
Standard Electronics CJOC (TV) Lethbridge, Alta., Canada	10 kw	tv (ch. 7)	new statio

OTHER EQUIPMENT: Standard Electronics also has reported shipment of tv amplifier to WMAL-TV Washington (ch. 7) and an order by CJOC (TV) Lethbridge of 12 gain Alford antenna, video equipment and "Multicon" camera.

ORRadio Industries, Opelika, Ala., has announced it will manufacture 50 different types of magnetic tapes for electronic computers. To be known as Irish Instrumentation Tape #311, line will be produced for computer and telemetering applications and 50 types will include tapes on acetate and Mylar films in 1200, 2400 and 4800-ft. lengths and in ¼, ½, ⅝, ¾ and 1-in. widths.

RCA has announced first record of simulated musical sounds made by RCA electronic music synthesizer will go on sale to public this month through RCA Victor record dealers. Music synthesizer creates by electronic means any known or imaginable combination of musical tones, according to Dr. F. Olsen, director of acoustical and electromechanical research lab at David Sarnoff Research Center of RCA. Dr. Olsen describes record as "progress report on the synthesis of music and perhaps the first authoritative discussion, on records, of the nature of musical sound."

Allen B. DuMont Labs, Clifton, N. J., showed $945 color tv console receiver at preview of new tv receiver fall line in N. Y. DuMont said set was interim model because company has not yet decided what size color receiver would be most satisfactory. DuMont does not expect rise in color sales this fall warrants full production of color model at this time.

MANUFACTURING PEOPLE

Charles H. Weaver, director, atomic power div., Westinghouse Electric Corp., Pittsburgh, elected vice president with responsibility for all Westinghouse atomic power activities.

Phillip L. Gundy, manager, audio div., Ampex Corp. (magnetic tape equipment), Redwood City, Calif., elected officer of company.

Hendrix G. Blue, formerly advertising manager, Webster-Chicago Corp. (phonographs, accessories, wire and tape recorders), Chicago, appointed to newly-created position, sales promotion manager, Hallicrafters Co., same city.

Byron W. Brown, district sales and new markets manager, radio div., Hoffman Electronics Corp., L. A., named sales manager, radiometric div.

Richard C. Wells, formerly radio station consultant, appointed director, newly-created industrial sound dept., Newark Electric Co., Chicago.

Forrest E. Behm, pressware plant manager, Corning Glass Works, Corning, N. Y., appointed director of newly-created components dept., electrical products div.; **Clark A. Crawford,** Central Falls (R. I.) plant manager, succeeds Mr. Behm; **F. Philip Hunt,** factory A production superintendent, succeeds Mr. Crawford; **Floyd Hankey,** Fall Brook plant production superintendent, succeeds Mr. Hunt; **Paul Lang,** tv planning dept., electrical products div., succeeds Mr. Hankey.

CANADA BUDGETS FOR COLOR TV IN '56

Initial expenditure of half million included in CBC request to Parliament. U. S. live and film color shows planned at start.

EXPERIMENTAL color television for major Canadian markets and increased power for CBLT (TV) Toronto, and CBFT (TV) Montreal, are among capital projects of the Canadian Broadcasting Corp. for 1956, according to a report of its capital requirements tabled in the Canadian Parliament on July 8.

The report for the 1955-56 CBC budget lists $500,000 for modifications in transmitters of CBOT (TV) and CBOFT (TV) Ottawa, and CBMT (TV) Montreal as well as CBLT and CBFT. Initially the color telecasts would be live tv network programs from the United States or U. S. film color shows. Of the $500,000 outlay, $400,000 would be for equipment and $100,000 for engineering and overhead charges.

CBLT and CBFT, first two tv stations to go on the air in Canada in September 1952, are both to have their power increased. An item of $872,000 is included in the budget for this purpose. In both cases it is likely that the power increases will be in the form of more powerful transmitters, rather than in increased height of antennas. CBLT has its 570 foot tower and antenna in downtown Toronto, and its height will not be increased because of aircraft hazards. CBFT has its antenna on top of Mount Royal and is already the tallest structure in that city.

There are no color tv sets made in Canada as yet, though most companies are prepared to start production. Carl A. Pollock, president of the Radio-Electronics-Television Manufacturers Assn. of Canada, stated following the announcement of CBC color plans that color set production will get underway soon and be stepped up next year. CBC officials feel that the move to color transmissions in Canada will mean an impetus to color set production, which will benefit the CBC which receives for its maintenance the 15% excise tax on the factory price of all radio and television sets sold in Canada.

Independent stations have not yet decided when they will start color, but with CBC beginning next year, it is likely that some of the stations on the microwave network in southern Ontario will install color equipment.

British NTI

MINUTE-BY-MINUTE viewing habits of tv homes in Great Britain are now being measured by A. C. Nielsen Co.'s Tv Index division there. Nielsen's patented Audimeter device for automatically and continuously measuring audience size is being used, according to Graham Dowson, head of the division in Oxford. Also to be installed will be the Recordimeter that records data on the number of people watching a program. Mr. Dowson said Nielsen expected more than 600 homes will be covered in the London area.

BIG THINGS . . .
PLATTSBURG, N.Y.
WEAV
Ask GILL-PERNA Inc.

Pilot Studies Completed On Four Canada Tv Centers

PILOT surveys have been made for Canadian television centers for the first time by the Bureau of Broadcast Measurement, Toronto. The first surveys to determine A, B and C zones of coverage have been made for CFPL-TV London, CKCO-TV Kitchener, CKLW-TV Windsor and CHCH-TV Hamilton, all Ontario. The BBM has issued preliminary reports on its findings with estimated number of households in each zone, estimated number of tv households and percentage of tv households.

The four stations in the first survey have overlapping coverage areas which BBM expects to be able to estimate in a later report.

Indonesia, India to See Tv At International Exhibits

TELEVISION will be shown to two Asiatic countries for the first time during the next six months as part of the U. S. exhibit at international trade fairs, the U. S. Information Agency has announced. The fairs will be held at Djakarta, Indonesia (Aug. 12 until Sept. 18), and New Delhi, India (Oct. 29 to Dec. 15).

The Voice of America, broadcasting service of USIA, has assigned A. Vance Hallack, former NBC executive, to recruit local talent in the two Asian countries for the tv programs, which will be shown over closed circuit at the fairs. RCA is supplying the equipment and a 10-man team to produce the shows.

In addition to live programs featuring native talent, Mr. Hallack is expected to schedule programs using American films and kinescopes.

Westerns Elect Dallin

VERN DALLIN, CFQC-AM-TV Saskatoon, Sask., was elected president of the Western Assn. of Broadcasters at its recent annual convention in Jasper, Alta. He succeeds Sid Boyling, CHAB Moose Jaw, Sask. Directors elected were C. J. Rudd, CHUB Nanaimo, B. C.; Bob Buss, CHAT Medicine Hat, Alta.; John Craig, CKX-AM-TV Brandon, Man.; Harold Crittenden, CKCK-AM-TV Regina, Sask., and Maurice Finnerty, CKOK Penticton, B. C.

Canada Tv Set Sales Rise

CANADIAN sale of television receivers continues to boom. In the first five months of 1955 a total of 218,350 sets were sold, valued at $67,388,429, compared with 158,890 sets sold in the first five months of last year. Most sets sold were in the 21-inch screen size, accounting for 157,321 sets of the total sold this year. The report, released by the Radio-Electronics-Television Mfrs. Assn. of Canada, shows that Ontario continues to be the largest buying area for tv receivers, accounting for 63,750 of the total sold in the January-May 1955 period, with Quebec province accounting for 49,959 tv sets.

29 of the Best Independent Radio Stations!

ALWAYS BEST in the MARKET - the AIMS station!

Boston	WCOP	New Orleans	WTIX
Cleveland	WDOK	New York	WINS
Dallas	KLIF	Omaha	KOWH
Denver	KMYR	Portland, Ore.	KXL
Des Moines	KCBC	San Antonio	KITE
Evanston, Ill.	WNMP	San Francisco	KYA
Evansville, Ind.	WIKY	Seattle	KOL
Houston	KNUZ	Springfield, Mass.	WTXL
Indianapolis	WXLW	Stockton, Cal.	KSTN
Jackson, Miss.	WJXN	Syracuse	WOLF
Kansas City	WHB	Tulsa	KFMJ
Huntington, L.I.	WGSM	Wichita, Kan.	KWBB
Louisville	WKYW	Worcester, Mass.	WNEB
Milwaukee	WMIL		

Canada

Calgary, Alberta, Canada	CKXL
New Westminister, B.C.	CKNW

Only one in each market

Membership by invitation only

AIMS RADIO GROUP

carries the sports load in Northeastern Wisconsin

People in Northeastern Wisconsin like Action

Buying Action! Sports Action!

Green Bay's 5,000 watts daytime (500 night) station, WJPG, translates this "sports-happy" audience into volume sales. You've always got a loyal, responsive audience on WJPG . . . the area's top Sports Station!

MBS Green Bay, Wis.
WJPG
5,000 WATTS DAYTIME
500 WATTS AT NIGHT
Represented by Joseph McGilvra, Inc.

Tv in Morocco Folds

TELMA, the television broadcasting company operating two stations in Casablanca and Rabat, French Morocco, has been forced out of business by "financial reasons." Stations closed down recently and the set owners formed an organization to secure a return from Telma on expenditures for tv receivers for which there is no further use. There are no other operating tv outlets in the area.

INTERNATIONAL SHORTS

W. A. McCracken Ltd. (adv.), Toronto, has moved to 153 St. Clair St. W.; telephone: Walnut 4-6681.

R. C. Smith & Son Ltd. (adv.), Toronto, has moved to 380 Victoria St.; telephone: Empire 4-9396.

Cinesound Ltd., Toronto, is producing film depicting various phases of Canada's electronics industry for Radio-Electronics-Tv Mfrs. Assn. of Canada. Film will emphasize made-in-Canada operations of industry for consumer goods as well as military electronics. Uses of film on tv have not yet been decided, but it largely will be used for showing to legislators, military services, vocational schools, company employes, service clubs and other such audience groups.

CHEX-TV Peterborough, Ont., has issued second rate card, effective Oct. 1. New rates start for Class A time at $230 per hour and one minute announcements at $46.

Welch Grape Juice Co. (grape juice, grape jelly, Grapelade), Westfield, N. Y., has named Kenyon & Eckhardt Ltd., Toronto, to handle advertising in Canada. Products processed and distributed by Powell & Growers Ltd., St. Catherines, Ont. K & E handles Welch U. S. advertising.

INTERNATIONAL PEOPLE

Charles Tierney, production manager, CJFX Antigonish, N. S., to CKVR-TV Barrie, Ont., due to go on air about mid-August, as sales manager.

H. G. Walker, network coordination director, Canadian Broadcasting Corp., Ottawa, appointed assistant Ontario CBC director, headquartering in Toronto, continuing to supervise CBC national network operations; **J. M. Beaudet,** program planning and production director, CBC, Ottawa, transfers to Toronto English-language program headquarters to facilitate radio-tv program planning; **Marcel Carter** to CBC, Ottawa, as assistant administration controller.

Len Hopkins, bandleader, to CKNW Vancouver, B. C., as musical director.

Joe Hatt-Cook, promotion director, S. W. Caldwell Ltd., Toronto, to Young & Rubicam Ltd., Toronto, as copywriter.

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Station Gives $65,000 To Fla. Educ. Tv Group

EDUCATIONAL TV in Jacksonville, Fla., is nearing reality. The Jacksonville Broadcasting Corp. (WPDQ-AM-FM, applicant for ch. 12 there) last week pledged $65,000 to Educational Television Inc., applicant for a construction permit to operate on ch. 7 Jacksonville. Educational Tv Inc. represents cultural and educational groups in the Jacksonville area.

The pledge from Jacksonville Broadcasting follows by about three weeks a pledge of a $69,000 transmitter by WMBR-TV Jacksonville [B•T June 27], and brings total assets of Educational Tv Inc. to $334,000, according to Dr. Heywood Dowling, president.

In announcing Jacksonville Broadcasting's gift, Dr. Dowling said, "With this gift we are currently in a position to purchase all the remaining equipment we need. . . ."

Commercial KSFO Pledges $5,000 to Educational Outlet

PLEDGE of $5,000, to be paid in five annual payments of $1,000, has been made by KSFO San Francisco to educational KQED (TV) Berkeley (San Francisco), Wesley I. Dumm, president of KSFO, has announced.

The first payment was made on July 1 when Roman Wasserman, who on that day became executive vice president-general manager of KSFO, presented a $1,000 check to James Day, general manager of ch. 9 KQED. Payments will continue for the next four years, providing KQED continues to operate as an educational station, KSFO said.

ROMAN WASSERMAN (r), executive vice president-general manager of KSFO San Francisco, and James Day, general manager of educational KQED (TV) Berkeley, hold the $1,000 check which San Francisco Broadcasters Inc. (KSFO) gave KQED.

The award on behalf of San Francisco Broadcasters Inc., operator of KSFO, was made in a formal presentation over that station.

Educ.-Commercial Tieup Plan Warned Against by Educators

SUGGESTION that the FCC establish a new category of "commercial-educational" assignment, proposed by KGTV (TV) Des Moines as a means of switching the educational reservation from ch. 11 there to uhf [B•T, June 6, July 4], was termed "ill-conceived" by the Joint Committee on Educational Tv in a reply brief filed last week with Commission.

"The history of educational institutions operating standard broadcast stations proves conclusively that share-time arrangements between commercial interests and educators simply do not and cannot work," JCET said. It quoted from a 1937 study, "Education's Own Stations," by S. E. Frost Jr., U. of Chicago Press, 1937, to show that of the 202 educational stations licensed in the fifteen years between 1921 and 1936, only 38 were still in operation at the beginning of 1937.

"This history also proves that when the marriage is broken up it is inevitably the educational station that is evicted," JCET said. It also noted that of the six share-time arrangements authorized for commercial tv operation (St. Louis, Phoenix, Lafayette [La.], Monterey-Salinas [Calif.], Minneapolis-St. Paul and Rochester [N.Y.]), only Rochester still was in existence.

A similar plan for commercial-educational operation of a commercial assignment is one of the proposals in the comparative hearing for ch. 10 in the Parma-Onondaga, Mich., area.

In-School Teaching by Tv To Be Tested in St. Louis

A GRANT of $95,110 made by the Fund for the Advancement of Education to KETC (TV) St. Louis will be used by the educational outlet to finance an experimental program of classroom instruction for elementary and secondary schools.

As explained by Philip J. Hickey, acting chairman of the St. Louis Educational Tv Commission, the experimental work will be conducted in three areas: a second grade spelling course; a composition and grammar course for ninth grade students, and a secondary school course in science. These courses will be televised over KETC as part of the station's in-school programming for the next school year.

Mr. Hickey said the experiment is being undertaken "to determine whether or not certain educational processes can be given by way of television to large numbers of children more effectively than ever before thought possible." He added that with the current teacher shortage this experiment could have a nationwide effect by demonstrating that certain types of tv instruction might effectively supplement the traditional classroom work.

Potential 46 Million Audience Forecast for Educational Tv

TOTAL potential audience for educational tv when 26 non-commercial stations are on the air will be 46 million, the National Citizens Committee for Educational Tv reported last week.

A survey showed, the committee's Executive Director Robert R. Mullen said, that 13 educational stations were under construction, which when joined with the 13 now on the air, will be within reach of the 46 million populace—10 million more than the nation's present school enrollment.

In about 100 other cities, Mr. Mullen said, there has been sufficient interest in educational tv to justify "optimism."

Eleven of the 13 stations under construction are vhf, two are uhf. Of the 13 stations now on the air, 10 are vhf, three are uhf.

EDUCATION SHORTS

U. of Nebraska through its educational outlet, KUON-TV Lincoln, is conducting several telecourses including three-semester credit hour course, "Education 59," audio-visual educational materials course for teachers.

FLAGS AND FIREWORKS

WBRC-TV Birmingham, Ala., held its second annual flag-raising ceremony at its office and studio grounds atop Red Mountain. The half-hour televised event was staged in cooperation with the local branches of the armed services, National Guard, American Legion and Veterans of Foreign Wars. The flag was raised and a three gun salute was delivered by a Marine Color Guard. Attending was a 50-piece WAC band from Ft. McClellan, Anniston, Ala. At 8 p.m. that day from the same area WBRC-TV presented its second annual fireworks display, witnessed by a police-estimated 200,000 persons, according to the station.

'GOPHER LOWDOWN'

OTIS J. DYPWICK, director of press relations of the physical education and athletics department of the U. of Minnesota, will conduct a weekly, 15-minute program, *Gopher Lowdown,* over WTCN-TV Minneapolis-St. Paul starting the third week in August. The show will be based on the school's athletics program, including the highlights of the U. of Minnesota teams' activities during the preceding week of the program and a preview of the week to come. Film clips and interviews with oustanding university athletes and coaches also will be featured.

WMIX NEWS PROGRAMMING

NEWS PROGRAMMING at WMIX-AM-FM Mt. Vernon, Ill., has been expanded to include a new half-hour, multi-voice program, *Roundup,* broadcast daily. The stations also have started *Comment,* a news program on local issues. City council meetings have been broadcast live for two years by WMIX-AM-FM, whose news coverage is 80% local. In addition, the stations have installed two-way radio units in news cars and additional telephone recording systems. WMIX-AM-FM's news department is headed by Steve Rowan, former St. Louis tv newsman.

WGAT AIRS ATHLETIC MEET

WGAT Utica, N. Y., aired two hours of a grade school athletic meet at the city's Murnane Field last month, marking the first time in 26 years an event of that type had been aired by a radio station in Utica, WGAT claims. By permission of the school superintendent, all grade schools had special afternoon assemblies in order to hear the events broadcast by WGAT. Over 500 students participated in the field events. Play description was provided by Nick Dardano, program manager, and Stan Sanders, announcer.

SCHOOL'S OUT PARTY

IN a twist on party-giving, WABD (TV) New York held a "School's Out" party for 300 youngsters—the small sons and daughters of advertising agency timebuyers. Ted Bergmann, DuMont's managing director, and Ted Cott, general manager of DuMont's owned-and-operated stations, were co-hosts at the affair, held at the DuMont Tele-Centre studios. In addition to providing refreshments for the children, the station awarded hundreds of prizes and games and arranged entertainment by WABD personalities.

KNXT (TV) AIRS DEDICATION

DEDICATION ceremonies for the new Los Angeles Mt. Sinai Hospital, non-sectarian, non-profit, 253-bed institution, were telecast by KNXT (TV) Hollywood last month. The hour-long telecast included a tv tour of hospital facilities, plus commentary by Eddie Cantor, Edward Arnold, Richard Boone, Marjorie Lawrence and others.

STATION STYLE NOTE: Engineers and announcers at KLRA Little Rock claim to be the first station staff in the country to discard "hot long trousers" in favor of "cool, comfortable shorts," but they expect to have plenty of company before summer ends. Here are four KLRA staffers (l to r): Cliff Ford, Al Dent, Ed Summers and Bob Hicks.

TV AND TB

EDUCATIONAL project-contest on tuberculosis, "Tv Spotlights TB," was staged among high school seniors by WBNS-TV Columbus, Ohio, in cooperation with the Tuberculosis Society of Columbus, Columbus Gallery of Fine Arts and Franklin County (Ohio). Seniors were asked to submit a 20-second spot announcement on some phase of TB along with an illustrative sketch. Twenty semi-finalists were selected for accuracy and creative ability from over 300 entrants and were auditioned by a board of judges to reduce the final number to six. The finalists transcribed their own scripts and will be heard with their original artwork over WBNS-TV throughout the summer. In addition the Columbus Gallery is awarding one $250 and two $25 scholarships.

'PROPAGANDA'

NEW PROGRAM being aired weekly by WBAL-TV Baltimore is *Propaganda,* conducted by Leona Morris of the Baltimore Junior College faculty. The show, available for college credit, traces growth of propaganda as force for thought control and shows how it has changed the course of history and swayed the masses. Posters, pictures, film clips, books and other media used to influence thought are being used as props and guest experts in the propaganda field are planned.

NEWS AS IT HAPPENS

SPOT coverage of news events as they occur is the format of a new program aired by WMAQ Chicago, with Karin Walsh, city editor of the *Chicago Sun-Times,* holding down the *Night Desk* each evening from 10-10:30 p.m. Mr. Walsh carries on two-way conversations with WMAQ roving reporters and listens to police calls. All conversations are heard by listeners, including directions to reporters and calls to public officials to confirm news reports. The program was conceived by William Ray, news director of WMAQ.

LIVE PRIZE

RAYMOND E. SPENCER, personality of KFSD San Diego, Calif., climaxed a six-week contest by awarding himself as first prize to housewife Mrs. MacArthur Gorton Jr. Contestants wrote in letters on why they wanted to win Mr. Spencer's services for a day. Mr. Spencer originated his usual morning shows from the Gorton patio beginning at 5:30 a.m. and Mrs. Gorton used her award to scrub the kitchen and clean the house. Visitors dropped in during the morning to be interviewed and contribute to the Cerebral Palsy Fund. A highlight of the broadcasts was a vivid description by six-year-old Cindy Gorton of the birth of five kittens a few days earlier in the Gorton household.

L. B. Wilson INCORPORATED
WCKY
CINCINNATI O.

741 For 1
Not audience; not ratings—
But DOLLAR SALES
$$$
$382,000 in new home sales
from $516 spent in
Just One Week on
WCKY
Add to YOUR Sales and Profits
with PROFITable Advertising on WCKY

The Station with your Favorite Personalities
KDEF
First in Music and News
THOMAS
CAINE

MOTORISTS in Albuquerque, N. M., are getting a look at the personalities of KDEF there on four billboards located on principal thoroughfares. Disc m.c. Bernard Thomas and News Editor Ben Caine adorn this sign while blowups of personalities Bill Previtti and "Saddlebags" Griffin are featured on others. Three of the billboards are illuminated and the fourth has reflective lettering. KDEF reports receiving many favorable comments from the promotion, even from competitors.

DISC M.C. ON RECORD

SPECIAL 45 rpm record featuring Al Ross, new morning "Timekeeper" personality of WRC-AM-FM Washington, has been mailed to advertisers and agencies by the stations. The record, custom-made by RCA Victor, may be played on home phonographs and it highlights samples of Mr. Ross' *Timekeeper* show. In addition, the stations mailed a clock-shaped brochure describing Mr. Ross and his program.

'GO TO CHURCH TOMORROW'

THIRTEEN 5-minute newscasts each Saturday on WSNJ-AM-FM Bridgeton, N. J., urge listeners to "Go to church tomorrow." Now in its third year, the *Go to Church* programs are sponsored by 13 businessmen representing 11 Protestant churches. Immediately after each newscast, an invitation to attend church is extended by the business firm, followed by a 30-second recorded message from the businessman's minister. According to WSNJ-AM-FM, the pastors have commented that the programs have resulted in an increased church attendance.

WNCT (TV) KIDDIE CONTEST

KIDDIE King and Queen of Dairy Month contest on a special Dairy Month Show sponsored by the North Carolina Dairy Assn. on WNCT (TV) Greenville, N. C., pulled over 12,000 post cards from viewers voting for their candidates. The crowning of the winners on the Saturday morning *Kiddie Corner* program was attended by 300 studio guests. An ice cream and cake party for the youngsters followed.

PULSE Proves
WILK
Wilkes-Barre
Penna.
the front-running radio station reaching more than a Quarter Million radio homes
Call Avery-Knodel, Inc.

ANSWER TO 'MONITOR'

CBS o&o WBBM Chicago is broadcasting its answer to NBC Radio's *Monitor*—a weekend program called *The Mal Bellairs Show*, beamed directly at a "mobile" Chicago audience. The show is aired Saturdays, 1-5 p.m., and Sundays, 1:05-4:55 p.m., and includes reports on the weather, traffic services, news and sports, special tape conversations and other features. As an example, baseball scores are read from sports tickers every half inning under a "new concept in baseball coverage" eliminating the need for airing the play-by-play.

SURVEYS AND SURVEYS

TAKING OFF on promotion pieces which are based on surveys, WRRR Rockford, Ill., has distributed the results of its own which found the station to be the most popular by 97½ to 2. "Using the most recent survey techniques," WRRR says, "O.A.R.O. (Our Affiliated Research Organization) invited 100 relatives and close friends of the station staff to be interviewed at our studio during various hours of the broadcast day. With speakers turned up loud (to avoid the possibility of O.A.R.O. hearing unfavorable answers) this sample cross-section of Rockford people was then asked this question: To what station are you listening right now? 97½% said WRRR." The station goes on to explain 2% refused to answer because they had relatives working for other advertising media and could not make a statement unless paid "the customary fee." On the basis of these findings, WRRR determined more people listened to it "than to stations B, C, D, E, F, G, H and XYZ combined." That unaccounted ½%, says the station, is a hazard of research and in this specific survey is a one-eared man who statistically is only a half-listener. In a serious note, the outlet says there are two kinds of surveys: one that is made to *prove* something (like its exaggerated own) and one made to *learn* something (to which it really subscribes). "We might be able to kid some advertisers for a while," but "sooner or later the truth will out," WRRR advises.

'MEET THE SPONSOR'

CFGP Grande Prairie, Alta., broadcasts a weekly program, *Meet the Sponsor*, originating in the sponsor's place of business. The show is designed to personalize the local businessman and his place in the community.

'OUTDOORS WITH HAL DENTON'

SPORTING ACTIVITIES ranging from cougar hunting to making duck decoys is featured on a new series of television programs, *Outdoors With Hal Denton*, originating at CBUT (TV) Vancouver, B. C., and being carried weekly on the CBC tv network. The half-hour programs include telecasts on "threadline spinning," a new form of fishing sweeping Canada; correct loading of pack-horses; fishing in remote areas with use of chartered airplanes, and demonstrations of taxidermy. The program is producerd by Hal Denton, a sportsman who has fished in practically every part of Canada and who has conducted a sportsman's program on CBUT for the past two years.

ON A SUNDAY AFTERNOON

PROMOTION campaign to point up the Sunday afternoon music programs of CBS Radio has been launched by the network and will continue through the summer. Emphasis is on several programs scheduled between 1 and 6 p.m. To promote the lineup, CBS has purchased 1,000 line ads in New York, Boston, Chicago, St. Louis, Los Angeles and San Francisco Sunday newspapers, markets where network o&o stations are located. In addition, promotion kits containing announcements, photos, star biographies, ad mats and material for disc jockeys and women's commentators will be mailed to all affiliates.

KALB SPONSORS MISS CENLA

KALB Alexandria, La., this year sponsored for the first time the Central Louisiana Beauty Pageant, with Walter Melson, manager of the station, as m.c. Mr. Melson reports thousands of people from Alexandria and a 150 mile radius attended the event and that no publicity in newspapers or other media was used to draw the crowd. The pageant was attended by Alexandria Mayor W. George Bowdon Jr., who presented the Miss Cenla 1955 trophy to the winning contestant.

INVITATION TO ADVERTISE

INVITATION "to join our family of advertisers" has been issued to agencies and advertisers by WDOT Burlington, Vt. The promotion says, "WDOT at 1400 on your radio dial requests your participation as an active member of our family of advertisers. Proudly maintaining our position of second in the area listening habit, your advertising will profit you as WDOT continues its rapid growth to the top. R.S.V.P."

CHRISTMAS IN JULY

IT WAS Christmas in July over the Fourth in San Diego as KFMB there conducted what it terms "the greatest promotion ever staged" in the city. Emerson transistor radios gift-wrapped in red "Merry Christmas" paper and ribbons complete with firecracker "ornaments" were sent to 100 agency heads and radio station account executives at agencies. Attached were colorful greeting cards displaying a Christmas tree decorated with pinwheels and firecrackers. The card said, "We just couldn't wait! We're so fired up over KFMB radio and our association with you we had to give you a Christmas gift in July."

Station Authorizations, Applications

(As Compiled by B • T)

July 7 through July 13

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchonous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w— watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations

As of June 30, 1955 *

	AM	FM	TV
Licensed (all on air)	2,719	525	137
Cps on air	13	15	†321
Cps not on air	108	12	124
Total on air	2,732	540	458
Total authorized	2,840	552	582
Applications in hearing	136	3	165
New station requests	222	6	16
New station bids in hearing	82	0	111
Facilities change requests	152	5	33
Total applications pending	836	78	215
Licenses deleted in June	1	3	0
Cps deleted in June	1	0	1

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*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary Through July 13

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,732	2,719	126	255	88
Fm	540	527	27	10	0

Tv Summary Through July 13

Television Station Grants and Applications Since April 14, 1952

Grants Since July 11, 1952:

	Vhf	Uhf	Total
Commercial	288	322	610[1]
Noncom. Educational	17	18	35

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	313	102	415
Noncom. Educ. on air	10	3	13

Applications Filed Since April 14, 1952:

	New	Amend.	Vhf	Uhf	Total
Commercial	951	337	747	540	1,288[2]
Noncom. Educ.	58		30	28	58[3]
Total	1,009	337	777	568	1,346[4]

[1] 144 Cps (30 vhf, 114 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 35 already granted.

[4] Includes 645 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

APPLICATIONS

Hayes Center, Neb.—Bi-States Co., vhf ch. 6 (82-88 mc); ERP 28.4 kw visual, 14.2 kw aural; antenna height above average terrain 707 ft., above ground 583 ft. Estimated construction cost $188,166, first year operating cost $24,000, revenue $54,000. Post office address 414 East Ave., Holdrege, Neb. Studio and trans. location Hayes Center. Geographic coordinates 40° 37′ 29″ N. Lat., 101° 01′ 58″ W. Long. Trans. and antenna GE. Legal counsel Fisher, Wayland, Duvall and Southmayd, Washington. Consulting engineer Edward F. Lorentz. Applicant owns KHOL-TV Kearney, Neb. Filed July 13.

Toledo, Ohio—Anthony Wayne Television Corp. amends its application for cp to specify deletion of Lynn Troxel (deceased) as stockholder and director and to add John B. Wilson Jr. as director. Mr. Troxel held 20 of 415 outstanding shares; Mr. Wilson holds 4 shares—no change in his holdings. Filed July 13.

Existing Tv Stations . . .

APPLICATION

KWFT-TV Wichita Falls, Tex.—Seeks mod. of cp to change ERP to 100 kw visual, 50 kw aural. Antenna height above average terrain 450 ft. Filed July 11.

New Am Stations . . .

ACTIONS BY FCC

Guthrie, Okla.—James A. West Jr., Delvin R. White & Elgie M. Risinger d/b as Southern Bcstg. Co. granted cp for 1490 kc, 100 w unlimited. Post office address 102 East Elm, El Dorado, Ark. Estimated construction cost $9,820, first year operating cost $25,000, revenue $30,000. Principals in general partnership include **James A. West Jr.** (⅓), ⅓ partner in KDMS El Dorado, Ark.; **Delvin R. White** (⅓), and **Elgie M. Risinger** (⅓). Applicants have equal interest in KHBM Monticello, Ark., and KSUL Sulphur, La., and are applicants for new am station at Winnfield, La. Granted July 6.

Roseburg, Ore.—Douglas Bcstrs. Inc. granted cp for 950 kc, 1 kw daytime. Post office address ℅ E. Leroy Hiatt, 404 W. Douglas, Roseburg. Estimated construction cost $25,400, first year operating cost $48,000, revenue $57,600. Principals include Pres. **E. Leroy Hiatt** (40%), manager KRNR Roseburg; Vice Pres. **Bernard C. Davis** (17%), accountant, real estate; Sec.-Treas. **H. G. Horn** (9%), insurance; **E. G. Whipple** (17%), lumber, sawmill, and **Jim S. Whipple** (17%), lumber, sawmill. Granted July 6.

Cameron, Tex.—Milton F. Brown Jr., d/b as Milam County Bcstg. Services, granted cp for 1330 kc, 500 w daytime. Post office address 112 East First St., Cameron. Estimated construction cost $19.249, first year operating cost $35,000, revenue $35,000. Mr. Brown is sole owner and publisher of the weekly *Cameron Herald*. Granted July 6.

APPLICATIONS RETURNED

St. Joseph, Mich.—FCC returned application for cp for new station to operate on 1400 kc, 250 w unlimited. Exhibit dated after Sec. I. Returned July 11.

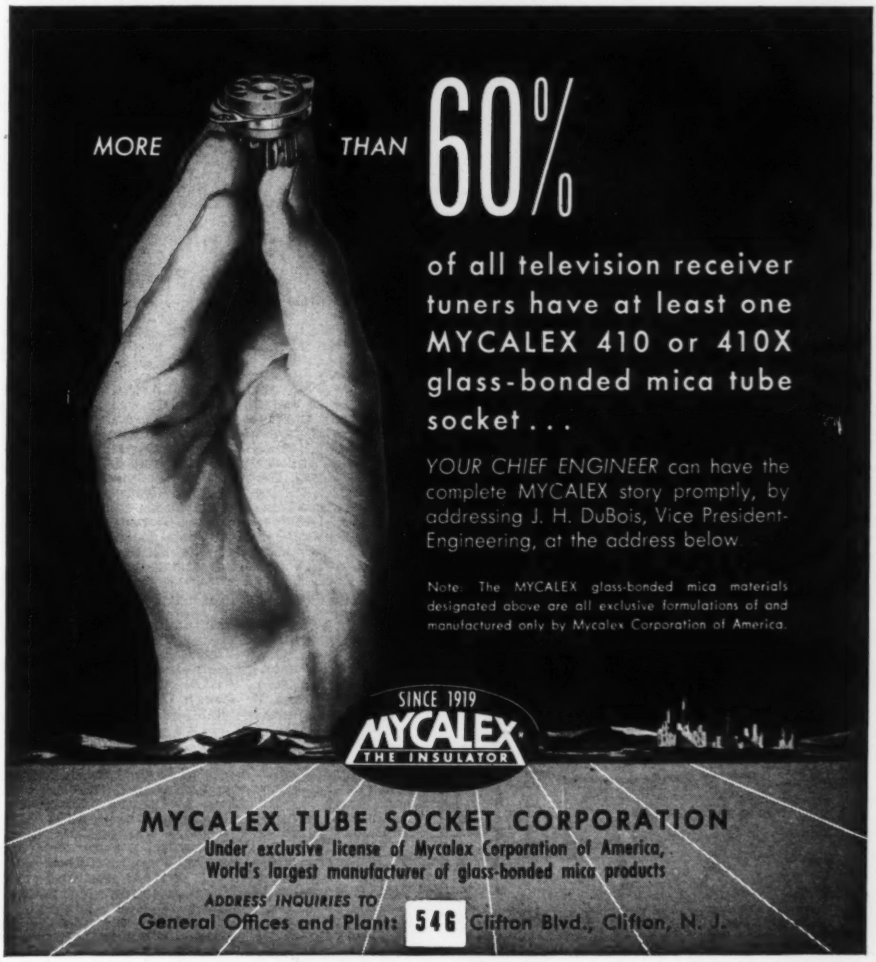
Bountiful, Utah—Application for cp for new station to be operated on 1600 kc, 1 kw day, returned. Returned July 13.

APPLICATIONS

Merced, Calif.—Joseph E. Gamble, 1580 kc, 500 w day. Post office address Radio Station KXOB, Hotel Stockton, Stockton, Calif. Estimated construction cost $31,000, first year operating cost $66,000, revenue $78,000. Mr. Gamble is 100% owner KXOB Stockton and 51% owner KCMJ Palm Springs, Calif. Filed July 13.

Westport, Conn.—Westport Bcstg. Co., 1300 kc, 1 kw day. Post office address ℅ Norman J. Bernstein, P. O. Box 373, Westport. Estimated construction cost $20,000, first year operating cost $55,000, revenue $70,000. Principals include Pres. **Paul Zabin** (20%), owner children's apparel shops; Vice Pres. **George H. Cardozo** (10%) free-lance photographer; Vice Pres. **Robert P. Keim** (5%) account executive, Adv. Council Inc.; Treas. **Philip Langner** (12%), manager Westport Country Playhouse; Sec. **Norman J. Bernstein** (15%), attorney; **Lawrence Langner** (6.5%), attorney, co-owner and director, The Theatre Guild; **Armina Marshall Langner** (6.5%), co-owner and director, The Theatre Guild, and Asst. Treas. **Garo W. Ray** (15%), consulting radio engineer, owner of Cine-Video Productions Inc. Filed July 13.

De Funiak Springs, Fla.—Clayton W. Mapoles



of all television receiver tuners have at least one MYCALEX 410 or 410X glass-bonded mica tube socket . . .

YOUR CHIEF ENGINEER can have the complete MYCALEX story promptly, by addressing J. H. DuBois, Vice President-Engineering, at the address below.

Note: The MYCALEX glass-bonded mica materials designated above are all exclusive formulations of and manufactured only by Mycalex Corporation of America.

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tr/as Walton Bcstg. Co. amends application for cp for new am station to be operated on 1430 kc, 1 kw day to specify 1460 kc. Filed July 12.

Atlanta, Ga.—Greater South Bcstg. Co. amends application for cp for new station to be operated on 1460 kc, 1 kw day to specify 1480 kc and change station location to Hapeville, Ga. Filed July 12.

Fitzgerald, Ga.—Al H. Evans and Joseph Bilodeau d/b as South Georgia Bcstg. Co., 1380 kc, 5 kw day. Post office address P. O. Box 64, Fitzgerald. Estimated construction cost $20,400, first year operating cost $36,000, revenue $55,000. Mr. Evans (75%) is manager WBHB Fitzgerald. Mr. Bilodeau (25%) is announcer-program director WWGS Tifton, Ga. Filed July 12.

Mt. Clemens, Mich.—Mt. Clemens Bcstg. Co., 1430 kc, 500 w day. Post office address ℅ Phillip Nusholtz, National Bank Bldg., Detroit, Mich. Estimated construction cost $47,825, first year operating cost $35,000, revenue $45,000. Principals are Pres. **Morris H. Ravitz** (22%), Wayne County, Mich., employe; Sec. **Robert Maxwell** (29%), announcer-producer WWJ-TV Detroit, and Vice Pres. **I. Jack Korman** (49%) one-third owner of scrap concern. Filed July 13.

St. Joseph, Mich.—Lake Bcstrs. resubmitted application for 1400 kc, 250 w unlimited. Post office address Hotel Whitcomb, St. Joseph, Mich. Estimated construction cost $22,071.62, first year operating cost $57,264.48, revenue $79,740. Principals include Pres. **Maurice G. Humphrey** (⅓), insurance; Vice Pres. **Carl L. Benson** (⅓), photo engraver, and Sec.-Treas. **Richard W. Lee** (⅓), announcer WHFB Benton Harbor, Mich. Filed July 12.

Elmira Heights-Horseheads, N. Y.—Frank P. Saia, Emmagene Swezey Saia and Anthony P. Saia d/b as Elmira Heights-Horseheads Bcstg. Co. amends application for cp for new station to be operated on 1540 kc, 500 w day to specify 1590 kc. Filed July 12.

Tooele City, Utah—Tooele County Radio & Television Bcstg. Inc., 990 kc, 1 kw day. Post office address 115 North Main St., Tooele. Estimated construction cost $28,000, first year operating cost $30,000, revenue $30,000. Principals include Pres. **Chester L. Price** (30%), theatre owner-manager; Sec.-Treas. **Hildred R. Price** (20%), housewife, and Vice Pres. **S. L. Gillette** (30%), theatre owner. Filed July 11.

Existing Am Stations . . .

ACTIONS BY FCC

WJAM Marion, Ala.—Granted increase in power from 1 kw to 5 kw, operating daytime only on 1310 kc. Granted July 7.

WETU Wetumpka, Ala.—Granted change of facilities from 1570 kc, 250 w day to 1250 kc, 1 kw day. Granted July 7.

WCLB Camilla, Ga.—Granted change of facilities from 1540 kc, 250 w day to 1220 kc, 1 kw day. Granted July 7.

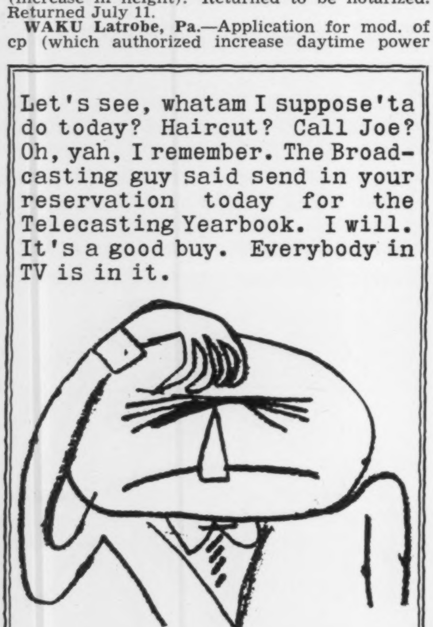
WNBT Wellsboro, Pa.—Granted mod. of cp to change frequency from 1570 kc to 1490 kc. Granted July 7.

APPLICATIONS RETURNED

WNER Live Oak, Fla.—Commission returned application for cp to change frequency from 1390 kc to 1250 kc and make antenna system changes (increase in height). Returned to be notarized. Returned July 11.

WAKU Latrobe, Pa.—Application for mod. of cp (which authorized increase daytime power and install new trans.) for change in type trans. returned. Returned July 13.

Let's see, whatam I suppose'ta do today? Haircut? Call Joe? Oh, yah, I remember. The Broadcasting guy said send in your reservation today for the Telecasting Yearbook. I will. It's a good buy. Everybody in TV is in it.



Final Deadline: August 1

APPLICATIONS

WNER Live Oak, Fla.—Resubmitted application for cp to change frequency from 1390 kc to 1250 kc and make antenna changes. Resubmitted July 13.

WEAV Plattsburg, N. Y.—Amends cp to increase power on 960 kc from 1 kw unlimited to 5 kw unlimited; change antenna-trans. location from Plattsburg to Peru, N. Y., and make changes in directional antenna system (petition for waiver of rule 3.28 [c] filed) to specify other directional antenna system changes. Filed July 12.

WEOA Evansville, Ohio—Seeks mod. of license to change studio location and remote control point to Marywood Dr., 4.5 miles south of Evansville. Filed July 11.

KGON Oregon City, Ore.—Amends cp to change from 1230 kc to 1520 kc; increase power from 250 w to 10 kw; install new directional antenna system for day and night use, to specify changes in directional antenna pattern. Filed July 12.

KGKO Dallas, Tex.—Amends cp to increase daytime power on 1480 kc from 1 kw to 5 kw and make changes in daytime directional pattern to specify daytime directional antenna system changes. Filed July 11.

New Fm Stations . . .

ACTION BY FCC

Glendale, Calif.—The Maple Chapel (a church corporation), granted 99.5 mc, 17.4 kw unlimited. Antenna 180 ft. Post office address 700 South Adams, Glendale. Estimated construction cost $10,800, first year operating cost $8,500, revenue $9,750. Principals are directors of church organization. Granted July 7.

APPLICATION

Mayfield, Ky.—Michael R. Freeland and John M. Latham d/b as Kentucky Bcstg. Co., 107.1 mc, .639 kw unlimited. Post office address P. O. Box 232, Mayfield. Estimated construction cost $1,150, first year operating cost $7,000, revenue $12,000. Principals own WKTM Mayfield. Filed July 6.

Existing Fm Stations . . .

ACTIONS BY FCC

WLOE-FM Leaksville, N. C.—Granted cp to change frequency to 97.3 mc, ERP to 20 kw, antenna height to 96 ft. and change type trans. Granted July 5; announced July 12.

WAKE-FM Greenville, S. C.—Granted request to cancel license and dismiss pending application for renewal of license. Action July 8; announced July 12.

APPLICATION

KCSM (FM) San Mateo, Calif.—San Mateo Junior College District seeks cp to change ERP to 396 w, antenna height above average terrain to 135 ft., change studio-trans. location to Peninsula and Delaware Sts., San Francisco, Calif., and make antenna system changes. Filed July 13.

Ownership Changes . . .

ACTIONS BY FCC

KGHI Little Rock, Ark.—Granted assignment of license to Harold E. King and Helen W. King d/b as Radio Arkansas for $127,500. Principals are **Harold E. King** (50%), and **Helen W. King** (50%), owners of KBTM-AM-FM-TV Jonesboro, Ark. Granted July 13.

KAFP Petaluma, Calif.—Arthur T. Shields, Jeffrey E. Evans, Stephen H. Evans, Gerald K. Hauser & Corrine A. Shields d/b as Redwood Empire Bcstg. Co. granted assignment of license to Arthur T. Shields, Gerald M. Hauser, Corrine K. Shields and Aubin D. Thomas d/b as Redwood Empire Bcstg. Co. Two partners surrender their interests in return for cancellation of any liabilities from partnership. Granted July 6.

KVOD Denver, Colo.—Colorado Radio Corp. granted assignment to San Luis Valley Bcstg. Corp. for $225,000. San Luis Valley Bcstg. is operator of KSLV Monta Vista, Colo. Principals include Pres. **George O. Cory** (31.5%); Vice Pres. **Dale G. Moore** (18.3%), and Sec.-Treas. **Kenneth Ston** (11.8%). Granted July 6.

WBLN (TV) Bloomington, Ill.—Granted voluntary assignment of cp to WBLN Television Inc. for $1 and assumption of $199,961 liabilities. WBLN Television principals include Pres. **Worth S. Rough** (99.4%), WBLN (TV) sales manager; Treas. **Madonna H. Rough** (0.3%), and Sec. **William P. Lawrence** (0.3%), attorney. Granted July 13.

WGN-AM-TV Chicago, Ill.—Granted transfer of negative control of the Tribune Co., parent company, through death of Robert R. McCormick and changes in trustees of the McCormick-Patterson Trust to Mrs. Ruth McCormick Tankersley, Arthur A. Schmon, C. M. Campbell, W. D. Maxwell and J. Howard Wood. Granted July 13.

WCFS Harvey, Ill.—Granted assignment of cp to Rollins Bcstg. Inc. for $3,050. Rollins owns WNJR Newark, N. J.; WRAD Radford, Va.; WRAP Norfolk; WAMS Wilmington, Del.; WJWL Georgetown, Del., which it seeks to move to Philadelphia, and applicant for new am stations at Georgetown, Del., and Indianapolis. Granted July 13.

WQUA Moline, Ill.—Granted transfer of control to WQUA Inc. through sale of all stock for $100,000. Principal stockholder is G. LaVerne Flambo (99.1%), general manager-vice pres. of WQUA. Granted July 13.

KSO-AM-FM Des Moines, Iowa—Granted assignment of licenses to KSO Inc. by Murphy Bcstg. Co. for $125,000. Radio Indianapolis (WXLW Indianapolis) principals control KSO Inc. Action July 6; announced July 7.

WFKY Frankfort, Ky.—Granted transfer of control to G. D. Kincaid and Donald J. Horton for undisclosed amount. Mr. Kincaid is 32.6% owner WVLK Lexington, Ky., and Mr. Horton is pres.-8.5% owner WVLK. Granted July 13.

WHBN Harrodsburg, Ky.—Pioneer Bcstg. Co. granted assignment of cp from corporation to equal partnership C. H. Hulse, Charles R. Shuffett and Frank Orwin d/b as Pioneer Bcstg. Co. for $15,000. Granted July 6.

KAPB Marksville, La.—Avoyelles Bcstg. Corp. granted voluntary transfer of control to G. C. Billups Jr. (24.8%); Irene Billups (24%), Alleta B. Saunders (49.6%), through transfer of 2,460 shares of stock from W. L. Billups. Granted July 6.

WVOM Brookline, Mass.—Granted assignment of license to Champion Bcstg. System Inc. for $86,000. Two of three Champion stockholders each owned 323 shares of 1,400 outstanding shares of WVOM stock. Action July 6; announced July 7.

WMPA Aberdeen, Miss.—T. A. Richardson, Joe Phillips & Crady Imes d/b as Prairie Bcstg. Co. granted voluntary assignment to new partnership with same name for $30,000. Principals include **E. O. Roden** (50%), sole owner of WBIP Booneville, and 30% owner WTUP Tupelo, both Miss.; **James A. Reese** (25%); **W. I. Dove** (12½%), 40% owner WTUP, and **G. A. Pribbenow** (12½%). Principals are owners of WAZF Yazoo City and WSUH Oxford, both Miss. Granted July 6.

WOND Pleasantville, N. J.—Granted transfer of control to Harlan G. Murrelle & Assoc. through sale of all stock for $30,000. Principals include President **Harlan G. Murrelle** (⅙), printing and publishing; **Donald Simmons** (⅙), garment manufacturer; **Albert E. Theetge** (⅙), auto dealer; Secretary-Treasurer **Myron W. LaBarr** (⅙), accounting; **John T. Stethers** (⅙), and **Thompson K. Cassel** (⅙), owner WATS Sayre, Pa., partner WTVE (TV) Elmira, N. Y., applicant for new am station at Elmira and vice president-25.8% stockholder WCHA-AM-FM Chambersburg, Pa. With exception of Mr. Cassel, other principals are associated in ownership of *Ocean City* (N. J.) *Sentinel-Ledger* and *Renova* (Pa.) *Daily Record*. Granted July 13.

KOAT-TV Albuquerque, N. M.—Granted relinquishment of control through issuance of approximately 20,000 shares of new stock. Principals will now include **Alvarado Bcstg. Co.** (30%); **Albuquerque Exhibitors Inc.** (33%); **Philip R. Hoffman** (4%); **Dr. Alfred L. Lopez** (4.5%), dentist, and **William J. Wylder,** (4.5%). Granted July 13.

WPIX (TV) New York—Granted transfer of negative control of Tribune Co., parent firm, from the late Robert R. McCormick, trustee of McCormick-Patterson Trust, to Mrs. Ruth McCormick Tankersley, Arthur A. Schmon, Chesser M. Campbell, W. D. Maxwell and J. Howard Wood, trustees. Granted July 13.

WOV New York, N. Y.—Wodaam Corp. granted assignment to WOV Bcstg. Corp. for $150,000 plus. Principals include **Pres. Ralph N. Weil** (5.7%); **Arnold B. Hartley** (4.7%); Treas. **Morris. S. Novik** (69%), will sell his 19.7% interest in WLIB New York; **Georgia L. Weil** (10%), and **Edna M. Hartley** (9.7%). Granted July 6.

WPXY Punxsutawney, Pa.—Jefferson Bcstg. Co. granted transfer of control to C. H. Simpson through purchase of 41% interest from Farm & Home Bcstg. Co. for $1,263 and assumption of $4,424 indebtedness. Mr. Simpson will now own 89%. Granted July 6.

WBRE-AM-FM Wilkes-Barre, Pa.—Louis G. Baltimore granted assignment of license to WBRE Radio Inc. No consideration as move is corporate change only. Granted July 12.

WAGC Chattanooga, Tenn.—Tenn. Valley Bcstg. Co. granted assignment to WAGC Bcstg. Co. for $105,000. WAGC Bcstg. is owned by Mid-South Bcstg. Corp., operator of WHHM Memphis, Tenn. Principals include Pres. **P. Furlow**; Vice Pres. **C. K. Beaver,** and Sec.-Treas. **W. O. Waites.** Granted July 6.

WAPO-AM-FM Chattanooga, Tenn.—Granted relinquishment of positive control by Ramon G. Patterson through sale of 80% interest equally to Gordon W. Gambill, Hubert M. Martin, Humphrey B. Heywood and R. T. Russell. Consideration to be 80% of difference between $300,000 and amount of liabilities of licensee at closing date. Action July 6; announced July 7.

KBST-TV Big Spring, Tex.—William J. Wallace and associates d/b as Big Spring Bcstg. Co. granted assignment of cp to Big Spring Television Inc. composed of the original officers of Big Spring Bcstg. who own 85% of the stock. Remaining 15% is owned by 111 local businessmen. Granted July 6.

KPEP San Angelo, Tex.—Granted assignment of license from David P. Pinkston to himself and C. H. Treadway d/b as Concho Bcstg. Co. Mr. Treadway, advertising agency owner and KPEP manager, pays $4,000 for 25% stock interest. Granted July 13.

KCLX Colfax, Wash.—Granted assignment of license from Eugene Pournelle tr/as Whitman County Broadcasters to Adrian DeVries for $30,700. Mr. DeVries was production manager of KFPY (now KXLY-AM-TV) Spokane, Wash. Granted July 13.

KJR Seattle, Wash.—Mt. Rainer Radio & Tv

Bcstg. Corp. granted transfer of control to Lester M. Smith (25%), Virginia L. Smith (25%), Lincoln Dellar (25%), and Sylvia Dellar (25%). Mr. & Mrs. Dellar purchase 50% interest from John F. Malloy for $8,000 plus assumption of $75,000 indebtedness. Mr. Dellar is owner of KXOA-AM-FM Sacramento, Calif. Granted July 6.

WVVW-WJPB (FM) Fairmont, W. Va.—Granted transfer of control to Connie B. Gay through purchase of 95% interest for $16,500. Mr. Gay is program director-announcer WARL Arlington, Va. Granted July 13.

WCHF Chippewa Falls, Wis.—Granted assignment to Chippewa Falls Bcstg. Co. for approximately $7,000. Principals include Pres. **Russell G. Slater** (⅓), 40% owner WTAQ LaGrange, Ill., and half-owner of WBEL Beloit, Wis., and Vice Pres. **Walter F. Kean** (⅔), stockholder WKOW-AM-TV Madison, Wis. Granted July 13.

WIGM Medford, Wis.—M & N Bcstg. Co. granted transfer of control to Harold R. Murphy, 46.7% owner, who purchases stock held by Charles H. Nelson, now owner of WLDY Ladysmith, Wis. Consideration $4,000 plus relinquishment of 100% voting stock of Flambeau Bcstg. Co. which controls WLDY. Granted July 6.

APPLICATIONS

KBMX Coalinga, Calif.—Seeks assignment of license to Vernon J. Stedry and Jesse F. Tepner d/b as Westside Bcstg. Co. for $18,650. Mr. Stedry is general manager KOWB Laramie, Wyo. Mr. Tepner is owner-manager Tepner Chevrolet Co., Creighton, Neb. Filed July 13.

KWBR Oakland, Calif.—Seeks involuntary assignment of license to E. N. Warner, individually and as executor of estate of S. W. Warner, deceased. Filed July 13.

WPGC Morningside, Md.—Seeks transfer of control to Maxwell Evans Richmond for $19,000. Mr. Richmond is presently 50% owner WPGC. Filed July 13.

WSLI, WJTV (TV) Jackson, Miss.—Seeks assignment of licenses from Standard Life Bcstg. Co. to Capitol Bcstg. Co. Change is in name only. Filed July 13.

WRRZ Clinton, N. C.—Seeks assignment of license to equal partners A. G. Williams, George T. Williams, Jno. B. Williams Jr. and J. L. Austin d/b as WRRZ for $90,000. A. G. Williams has hardware, farm machinery interests. George T. Willians and Jno. B. Williams Jr. are attorneys and hold farming interests. J. L. Austin has theatre and farm machinery interests. Filed July 13.

KWHP Cushing, Okla.—Seeks assignment of license to Cimarron Broadcasters Inc. for $65,000. Principals are Pres. **Lou S. Allard** (33.3%), 50% owner newspaper, Drumright, Okla.; Vice Pres. **Gordon R. Rockett** (33.3%), 50% owner newspaper, Drumright, and Sec.-Treas. **Jack B. Sellers** (33.3%), attorney. Filed July 11.

Hearing Cases . . .

FINAL DECISION

KOEL Oelwein, Iowa—Granted increase power on 950 kc from 500 w DA unlimited to 500 w night, 1 kw to LS, DA unlimited. Granted subject to accepting any interference from subsequent grants which may be made in Hopkins-Edina-St. Louis Park, Minn. Ordered July 6; announced July 7.

INITIAL DECISIONS

Ch. 4 New Orleans, La.—Examiner Elizabeth C. Smith issued initial decision looking toward grant of Times-Picayune Pub. Co. application for new tv station to operate on ch. 4 New Orleans, La., and denial of competing applications of Loyola U. and James A. Noe and Co. Announced July 7.

WMID Atlantic City, N. J.—Hearing Examiner James D. Cunningham issued initial decision looking toward grant of applications of Mid-Atlantic Bcstg. Co. for license renewal of WMID Atlantic City and for transfer of control from Richard Endicott to Arthur A. Handler and Joseph F. Bradway. Announced July 8.

OTHER ACTIONS

Signal Hill, Oceanside, Inglewood, Escondido, Calif.—Commission designated Cerritos Bcstg. Co., Signal Hill, Calif.; Oceanside-Carlsbad Bcstg. Co., Oceanside, Calif.; Albert John Williams, Inglewood, Calif., and Palomar Bcstg. Co., Escondido, Calif., for consolidated proceeding re applications for new am stations. Cerritos and Oceanside ask to operate on 1450 kc, 100 w unlimited. Palomar seeks same frequency with 250 w unlimited. Mr. Williams requests 1460 kc, 500 w day with directional antenna. KPAL Palm Springs; KVEN Ventura; KPRO Riverside, and KWIZ Santa Ana, all Calif., were made parties to proceeding. Designated July 6; announced July 7.

$53,752,000 IS A LOT OF HAMMERING!

THE MARKET

Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000

THE BUILDERS—
WHWL and WISL

Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families

NAIL DOWN THIS RICH MARKET!

1954 Consumer Markets—SRDS
See FORJOE & CO.

WISL
1 KW—Shamokin, Pa.

WHWL
1 KW—Nanticoke, Pa.

Cleveland, Tenn.—Commission, on petition by Robert W. Rounsaville (WBAC) Cleveland, Tenn., cancelled oral argument and designated for evidentiary hearing application of Southern Enterprises for new am station to operate on 1570 kc, 1 kw day only in Cleveland. Effective date of grant of application made April 19 has been postponed. Order of July 8; announced July 11.

Columbia, Tenn.-Savannah, Tenn.—FCC designated Columbia-Mt. Pleasant & Spring Hill Radio Corp., Columbia, Tenn., and Savannah Bcstg. Co., Savannah, Tenn., for consolidated hearing applications for new am station to operate on 1280 kc with 1 kw day, at Columbia and Savannah, respectively. Designated July 6; announced July 7.

WCLG Morgantown, W. Va.—Commission designated for hearing application to increase power from 500 w to 1 kw day on 1300 kc and made WPXY Punxsutawney, Pa., party to proceeding. Action July 6; announced July 7.

Routine Roundup . . .

July 11 Applications

ACCEPTED FOR FILING

Modification of Cp

KCLS Flagstaff, Ariz.—Seeks mod. of cp (which authorized change frequency, make antenna changes and change hours of operation) for extension of completion date.

KPMC Bakersfield, Calif.—Seeks mod. of cp (as mod. which authorized increase power, install directional antenna, and change trans. location) for extension of completion date.

WNBF Binghamton, N. Y.—Seeks mod. of cp (which authorized changes in location and equipment changes) for extension of completion date.

WBRD Ft. Lauderdale, Fla.—Seeks mod. of cp to change directional antenna system.

KSBW-TV Salinas, Calif.—Seeks mod. of cp (which authorized new tv station) for extension of completion date to 2-2-56.

WROM-TV Rome, Ga.—Seeks mod. of cp (which authorized new tv station) for extension of completion date.

WPFA-TV Baton Rouge, La.—Seeks mod. of cp (as mod. which authorized new tv station) for extension of completion date to 2-2-56.

WKLO-TV Louisville, Ky.—Seeks mod. of cp (as mod. which authorized new tv station) for extension of completion date to 2-1-56.

WRTV (TV) Asbury Park, N. J.—Seeks mod. of cp (as mod. which authorized new tv station) for extension of completion date to 2-1-56.

WHUM-TV Reading, Pa.—Seeks mod. of cp (as mod. which authorized new tv station) for extension of completion date to 2-1-56.

WNET (TV) Providence, R. I.—Seeks mod. of cp (as mod. which authorized new tv station) for extension of completion date.

KOMU-TV Columbia, Mo.—Seeks mod. of cp to extend completion date to 2-15-56.

WPTR-TV Albany, N. Y.—Seeks mod. of cp to extend completion date to 2-1-56.

Cp

KOSF Nacogdoches, Tex.—Seeks cp to move trans. location 900 ft. east from present site; move studios to 300 East Main St., Nacogdoches and operate trans. by remote control.

Docket Cases

Ch. 10 Corpus Christi, Tex.—On petition of KEYS-TV Inc. FCC continued from July 18 to Sept. 12 oral argument in proceeding involving applications of Superior Television Inc., KEYS-TV Inc., and K-SIX Television Inc. for new tv station. Ordered July 6; announced July 7.

WNIA Cheektowaga, N. Y.—Commission granted petition to accept late appearance of Gordon P. Brown, tr/as Niagara Bcstg. System, in proceeding involving its application for mod. of cp to extend completion date of WNIA Cheektowaga. Announced July 8.

Subsidiary Communications Authorization

WWDC-FM Washington, D. C.

Replace Cp

KHFM (FM) Albuquerque, N. M.—Seeks cp to replace permit (authorizing new fm station) which expired 5-22-55.

License to Cover Cp

WUOM (FM) Ann Arbor, Mich.—Regents of U. of Mich. seek license to cover cp (as mod. which authorized changes in licensed station).

WBBM-TV Chicago, Ill.—Seeks license to cover cp which authorized changes in facilities.

WHBN Harrodsburg, Ky.—Seeks license to cover cp which authorized new station.

WKOZ Kosciusko, Miss.—Seeks license to cover cp which authorized change frequency, increase power, change hours of operation, make antenna changes.

KXOL Fort Worth, Tex.—Seeks license to cover cp which authorized increase daytime power.

WKYR Keyser, W. Va.—Seeks license to cover cp which authorized increase power.

KSWM-TV Joplin, Mo.—Seeks license to cover

STREAMLINED low-windage
SLOTTED-RING
TV-Transmitting
ANTENNA

AMCI TYPE 1046
Channels 7 Through 13

This streamlined design allows one to achieve 316 kw ERP with a four-bay array with a gain of 16 and a 25 kw transmitter or a five-bay array with a gain of 20 and a 20 kw transmitter, without resulting in an excessive overturning moment at the top of the tower. Ask for Bulletin B-655.

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI ALFORD
Manufacturing Co. Inc
299 ATLANTIC AVE BOSTON MASS

cp which authorized new tv station.

Renewal of License

WDMJ Marquette, Mich.; WSAM Saginaw, Mich.; WGAR Cleveland, Ohio; WORX-FM Madison, Ind.; WFPK (FM) Louisville, Ky.; WASK Lafayette, Ind.; WXYZ Detroit, Mich.; WIKB Iron River, Mich.; WMOA Marietta, Ohio; WILS Lansing, Mich.; WCMW Canton, Ohio, and WTOD Toledo, Ohio.

July 12 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Herbert Sharfman

WNIA Cheektowaga, N. Y.—Granted petition for continuance of hearing from July 11 to Sept. 1, in re mod. of cp to extend completion date. Exceptions noted by Broadcast Bureau.

KBOX Modesto, Calif.—Continued hearing scheduled for July 19 to a date to be set by subsequent order.

By Hearing Examiner H. Gifford Irion

WCOV-TV Montgomery, Ala.—Denied petition of WCOV-TV (Intervenor) for continuance of hearing in re application of WSLA (TV) Selma, Ala., scheduled to start July 18.

By Hearing Examiner J. D. Bond

Harold M. Gade, Eatontown, N. J. and Monmouth County Broadcasters, Long Branch, N. J.—Granted in part petition of Mr. Gade to continue prehearing conference scheduled for July 8 and hearing scheduled for July 18 until such times as may be fixed by subsequent order; denied petition in all other respects.

By Hearing Examiner Hugh B. Hutchison

WGNS Murfreesboro, Tenn.—Granted petition for continuance of hearing from July 13 to Sept. 27 in re order to show cause.

By Hearing Examiner Annie Neal Huntting

Mercer Bcstg. Co., Trenton, N. J., and O'Keefe, et al Levittown-Fairless Hills, Pa.—On petition by O'Keefe, continued without date hearing scheduled for July 7; and O'Keefe is directed to consult with other parties and advise hearing examiner as to convenient date for re-scheduling hearing at earliest date practicable.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of July 8

Granted Cp

WTHI Terre Haute, Ind.—Granted cp to make changes in directional antenna system and change studio location (same city).

Modification of Cp

WKMH Dearborn, Mich.—Granted mod. of cp to reduce height of no. 2 tower by side mounting fm antenna.

Extension of Completion Dates

The following were granted extensions of completion dates as shown: KCLS Flagstaff, Ariz., to 10-15-55, conditions; WNBF Binghamton, N. Y., to 9-1-55, conditions; KPMC Bakersfield, Calif., to 10-29-55, conditions; WFTG London, Ky., to 8-15-55; WXYZ-TV Detroit, Mich., to 10-11-55; WPTR-TV Albany, N. Y., to 1-16-56 and KOPO-TV Tucson, Ariz., to 12-1-55.

Actions of July 7

STA

WNDU-TV Notre Dame, Ind.—Granted STA to operate commercially on ch. 46 for the period ending Aug. 11.

Granted Cp

KHFM (FM) Albuquerque, N. M.—Granted cp to replace permit (which authorized new fm station) which expired 5-22-55.

Modification of Cp

KCIS (TV) Shreveport, La.—Granted mod. of cp to make slight change in transmitter location (no change in description; change in coordinates only), install new transmitters and antenna systems and make other equipment change.

KSLA (TV) Shreveport, La.—Granted extension of completion date to 12-1-55.

Actions of July 6

Modification of Cp

KOER Pendleton, Ore.—Granted mod. of cp to change antenna-transmitter and studio location.

Extension of Completion Dates

The following were granted extension of completion dates as shown: WRAK-FM Williamsport, Pa., to 1-15-56; WILK-TV Wilkes-Barre, Pa., to 1-25-56 WOTV (TV) Richmond, Va., to 1-16-56; KFSA-TV Fort Smith, Ark., to 1-31-56; WSTF (TV) Stamford, Conn., to 1-16-56; WFMZ-TV Allentown, Pa., to 1-16-56; WSLS-TV Roanoke, Va., to 2-1-56; KTVO (TV) Kirksville, Mo., to 2-1-56; KFJI-TV Klamath Falls, Ore., to 2-1-56; KVOS-TV Bellingham, Wash., to 1-30-56; KOOK-TV Billings, Mont., to 2-4-56; KAKE-TV Wichita, Kan., to 1-29-56; WHTN-TV Huntington, W. Va., to 1-24-56; WLAP-TV Lexington, Ky., to 1-16-56: KGO-TV San Francisco, Calif., to 1-18-56 and WHIS-TV Bluefield, W. Va., to 2-1-56.

Remote Control

The following were granted authority to operate trans. by remote control: WJAG Norfolk, Neb.; WROX Clarksdale, Miss.

Actions of July 5

Extension of Completion Dates

The following were granted extensions of completion dates as shown: WISE-TV Asheville, N. C., to 12-29-55: KGGM-TV Albuquerque, N. Mex., to 1-6-56; WTVQ (TV) Pittsburgh, Pa., to 1-16-56: KCOB Newton, Iowa, to 10-8-55; WIPS Ticonderoga, N. Y., to 7-30-55; KGFT Grafton, N. Dak., to 10-5-55, condition.

July 12 Applications

Accepted for Filing

Renewal of License

WFOB Fostoria, Ohio.
WMRN Marion, Ohio.
WBBW Youngstown, Ohio.

July 13 Decisions

BROADCAST ACTIONS

By the Commission

Granted Renewal of License

WOND Pleasantville, N. J.; WAMS Wilmington, Del., and WNJR Newark, N. J.

July 13 Applications

ACCEPTED FOR FILING

Renewal of License

WCLT Newark, Ohio.

Modification of License

KBPS Portland, Ore.—Seeks mod. of license to change hours of operation from 10 a.m.-10 p.m. (PST) to 9 a.m.-9 p.m. (PST) Monday through Friday each week. Filed July 13.

License to Cover Cp

KIVA (TV) Yuma, Ariz.—Seeks license to cover cp to change studio location to on U. S. Hwy. 80, approximately 7.5 miles west of Yuma (same as trans. site). Filed July 13.

KHJ-TV Los Angeles, Calif.—Seeks license to cover cp which authorized changes in facilities of existing tv station. Filed July 13.

Modification of Cp

WJLN-TV Birmingham, Ala.—Seeks mod. of cp (which authorized new tv station) for extension of completion date.

WBID-TV Detroit, Mich.—Seeks mod. of cp (which authorized new tv station) for extension of completion date.

WJBK-TV Detroit, Mich.—Seeks mod. of cp to make antenna and equipment changes.

KFVS-TV Cape Girardeau, Mo.—Seeks mod. of cp to make equipment changes.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

UPCOMING

JULY

July 18: Start, WSM-Peabody Tv Workshop, Peabody College, Nashville, Tenn.
July 20: Testimonial dinner to honor Frieda Hennock, Shoreham Hotel, Washington, D. C.
July 22-27: National Audio-Visual Convention, Sherman Hotel, Chicago.
July 28-30: International Advertising Conference, State Parliament Bldg., Zurich, Switzerland.

AUGUST

Aug. 1-9: Educational Television Workshop, Michigan State College, East Lansing.
Aug. 8: RAB Clinic, Atlanta.
Aug. 9: RAB Clinic, Charleston, S. C.
Aug. 10: RAB Clinic, Winston-Salem, N. C.
Aug. 11: RAB Clinic, Norfolk, Va.
Aug. 12: RAB Clinic, Philadelphia.
Aug. 14-Sept. 3: National Assn. of Educational Broadcasters television production workshop, State U. of Iowa, Iowa City.
Aug. 22: RAB Clinic, Tampa, Fla.
Aug. 23: RAB Clinic, Birmingham, Ala.
Aug. 24: RAB Clinic, Baton Rouge, La.
Aug. 24-26: West Coast Electronics Manufacturers Assn. and Los Angeles and San Francisco Institute of Radio Engineers sections show and convention, San Francisco.
Aug. 25: RAB Clinic, Ft. Worth, Tex.
Aug. 26: RAB Clinic, San Antonio, Tex.

SEPTEMBER

Sept. 2-4: National Agricultural Tv Clinic, U. of Missouri.
Sept. 6: RAB Clinic, Los Angeles.
Sept. 7: RAB Clinic, Bakersfield, Calif.
Sept. 8: RAB Clinic, San Francisco.
Sept. 9: RAB Clinic, Ogden, Utah.
Sept. 11-13: Seventh Dist. AFA Convention, Birmingham, Ala.
Sept. 12-14: CBS Radio Affiliates meeting, Detroit.
Sept. 12-16: National Assn. of Educational Broadcasters engineering workshop, Michigan State College, East Lansing.
Sept. 15-16: Michigan Assn. of Broadcasters, Hidden Valley, Gaylord.
Sept. 15-16: Michigan AP Broadcasters Assn., Hidden Valley, Gaylord.
Sept. 18-24: National Radio & Television Week.
Sept. 19: RAB Clinic, Seattle, Wash.
Sept. 20: RAB Clinic, Portland, Ore.
Sept. 21: RAB Clinic, Colorado Springs, Colo.
Sept. 22: RAB Clinic, Cheyenne, Wyo.
Sept. 23: RAB Clinic. Albuquerque, N. M.
Sept. 29-Oct. 1: Tenth Dist. AFA Convention, Oklahoma City, Okla.

OCTOBER

Oct. 3: RAB Clinic, Washington.
Oct. 3-5: National Electronics Conference, Sherman Hotel, Chicago.
Oct. 4: RAB Clinic, Pittsburgh.
Oct. 5: RAB Clinic, Rochester, N. Y.
Oct. 6: RAB Clinic, Burlington, Vt.
Oct. 7: RAB Clinic, Boston.
Oct. 7-8: Third Dist. AFA Convention, Sedgefield Inn, Greensboro, N. C.
Oct. 7-9: National Adv. Agency Network, western meeting, Dayton, Ohio.
Oct. 8: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.
Oct. 14-16: National Adv. Agency Network, eastern meeting, Atlantic City, N. J.
Oct: 17: RAB Clinic, Milwaukee.
Oct. 17-19: Radio-Electronics-Television Mfrs. Assn. Radio Fall Meeting, Hotel Syracuse, Syracuse, N. Y.
Oct. 18: RAB Clinic, Chicago.
Oct. 19: RAB Clinic, Detroit.
Oct. 20: RAB Clinic, Cleveland.
Oct. 21: RAB Clinic, New York.
Oct. 24-25: Electron devices group of IRE, Shoreham Hotel, Washington.
Oct. 31: RAB Clinic, Indianapolis.
Oct. 31-Nov. 2: Assn. of National Advertisers Annual Meeting, Hotel Plaza, New York.

NOVEMBER

Nov. 1: RAB Clinic, Louisville, Ky.
Nov. 2: RAB Clinic, St. Louis.
Nov. 3: RAB Clinic, Memphis, Tenn.
Nov. 4: RAB Clinic, Knoxville, Tenn.
Nov. 10-16: North Carolina Assn. of Broadcasters, aboard *M. S. Stockholm* (Bermuda cruise).
Nov. 14: RAB Clinic, Minneapolis.
Nov. 15: RAB Clinic, Omaha, Neb.
Nov. 16: RAB Clinic, Des Moines, Iowa.
Nov. 17: RAB Clinic, Kansas City.
Nov. 18: RAB Clinic, Wichita, Kan.

NARTB Regional Meetings

Region 4 (Dist. 7, 8, 9, Ky., Ohio, Ind., Mich., Ill., Wis.)	Sept. 19-21	Edgewater Beach Hotel, Chicago
Region 1 (Dist. 1, 2, New England States, N. Y., N. J.)	Sept. 21-23	Saranac Inn, Saranac, N. Y.
Region 3 (Dist. 5, 6, Fla., Ga., Ala., Miss., La., Ark., Tenn., Puerto Rico)	Sept. 28-30	St. Charles Hotel, New Orleans
Region 2 (Dist. 3, 4, Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 12-14	Roanoke Hotel Roanoke, Va.

LISTING OF 'PROTEST' HEARINGS BEFORE THE FCC

HERE is the list of Sec. 309(c) protests disposed of and now pending before FCC which Comr. John C. Doerfer cited during his testimony a fortnight ago before the House Commerce subcommittee on communications [B•T, June 27]. Comr. Doerfer called for repeal of the protest provision on grounds it has been used as a delay device to curb new radio-tv competition. The FCC majority asked revision.

The committee subsequently reported favorably a bill (HR 5614) to modify the protest provision of the Communications Act, a provision included among the 1952 McFarland amendments to the Act.

In the following list, the grantee is followed by the protestant, the things alleged in the protest and the nature of FCC's disposition of the matter.

TELEVISION

Gulf Television Co. (KGUL-TV), Galveston, Tex. (for mod. of CP and license).
Protestant: Houston Consolidated Tv Co. (KTRK-TV, ch. 13, Houston, Tex.).
Things Alleged: (1) Grant of application for mod. of CP is inconsistent with Sec. 3.607 of rules (channel utilization); (2) Proposed location of trans. and antenna system violates Sec. 3.685 of rules (trans. location and antenna system); (3) KGUL violated Sec. 3.613 of rules by using names of Galveston and Houston in announcements; (4) KGUL misled Commission into believing it would operate a Galveston station, while intending to operate for Houston; (5) KGUL began construction of station, violating Sec. 319.
FCC Action: Designated for hearing.

Tri-State Television Inc. (WINT [TV], Waterloo, Ind., for extension of time to construct station).
Protestant: Northeastern Indiana Broadcasting Co. (WKJG-AM-FM-TV Fort Wayne, Ind.).
Things Alleged: (1) Tri-State intends to locate main studio in Ft. Wayne; (2) 30% of stock transferred without Commission consent; (3) Purpose of application was to take channel to Ft. Wayne.
FCC Action: Denied: (1) Tri-State not party in interest; this is application for extension of time to construct; no injury shown from this grant; (2) Congress did not intend grant of application for extension of time to construct to be included in 309 (c).

Tri-County Broadcasting Co. (WFTL-TV), Fort Lauderdale, Fla. (for STA).
Protestants: Hollywood Broadcasting Co. (WINZ Miami-Hollywood, Fla.) and Miami-Biscayne Tv Corp. (WMFL Miami, Fla.).
FCC Action: Denied: STA modified through rule-making; CP of WFTL modified to change channels.

Southwestern Pub. Co. (KLRJ-TV), Henderson, Nev. (for mod. of CP to move main studio outside city limits).
Protestant: Las Vegas Television (KLAS-TV Las Vegas, Nev.).
Things Alleged: (1) Change in studio location does not serve public interest; (2) Station will become Las Vegas station; (3) Business conditions will cause both stations to go out of business; (4) Ownership of one stockholder in communications media would result in undue concentration and he might use package deals for advertising.
FCC Action: Denied: (1) Change in location of main studio does not change competitive situation between stations; not party in interest; (2) Not sufficient allegations of fact.

Ch. 16 of Rhode Island (WENT), Providence, R. I. (for extension of time to complete construction and for STA).
Protestant: Cherry & Webb Broadcasting (WPRO-TV Providence, R. I.).
Things Alleged: (1) Applicant had not pleaded sufficient facts to show it had diligently tried to construct; (2) Had not disclosed facts in application: it had ordered one kw transmitter rather than 7 kw; (3) Facts in application as to studio-transmitter not accurate.
FCC Action: Denied: (1) Not party in interest; showed no economic injury resulting from extension.

Houston Consolidated Tv Co. (KTRK-TV), Houston, Tex. (for STA).
Protestant: Gulf Television Co. (KGUL-TV Galveston, Tex.).
Things Alleged: Houston filed protest against a Gulf application; protest granted; action pending. Protest should be filed to preserve status quo.
FCC Action: Denied: Sec. 309 (c) not intended to preserve status quo of litigants.

Ohio Valley Broadcasting Corp., Clarksburg, W. Va. (for CP).
Protestant: Clarksburg Pub. Co. (newspaper in Clarksburg).
Things Alleged: (1) Grant would contravene Sec. 3.636 (multiple ownership rules): Ohio Valley by reason of community television would have interest in two tv stations in same community; (2) Grant would result in monopoly of communication media in community; (3) Drop-out payment of $14,000 may be against public interest.
FCC Action: Designated for hearing (oral argument).

Midwest Television Inc. (WCIA [TV], Champaign, Ill., for mod. of CP: change in transmitter site and antenna height).
Protestant: Prairie Television Co. (WTVP [TV] Decatur, Ill.).
Things Alleged: (1) Applicant attempting to make this a Decatur station; (2) Some of owners of applicant own newspaper and radio interests in Decatur and Champaign.
FCC Action: Designated for hearing.

Van Curler Broadcasting Corp. (WTRI [TV], Schenectady, N. Y., for mod. of CP to change principal community to Albany and to maintain main studio outside Albany).
Protestant: Hudson Valley Broadcasting Co. (WROW-TV Albany, N. Y.).
Things Alleged: (1) Amendment of assignments to "Albany-Schenectady-Troy" is violation of Sixth Report, on which Protestant relied; (2) Van Curler never intended to be a Schenectady outlet.
FCC Action: Designated for hearing.

Patroon Broadcasting Co., Albany, N. Y., and Van Curler Broadcasting Corp., Schenectady, N. Y. (for CP).
Protestant: Eastern New York Broadcasting Corp. (WABY Albany, N. Y.).
Things Alleged: (1) In merger, applicants may have engaged in trafficking in licenses; (2) The proposed station may tend to monopolize communication media; (3) Control of Schine Theatres and Fabian Theatres over applicant may be against public interest.
FCC Action: Denied: No specific facts alleged; only inferences.

Versluis Radio & Tv Inc., Muskegon, Mich. (for CP).
Protestant: Music Broadcasting Co. (WGRD Grand Rapids, Mich.).
Things Alleged: (1) Applicant assignment of CP in Grand Rapids made profit of $1,150,000; (2) Applicant misrepresented figures in application; (3) After having sold Grand Rapids station at profit, this assignment allows him also to serve Grand Rapids.
FCC Action: Denied: Not party in interest. Later, Commission designated for hearing.

Milwaukee Area Tel. Corp., Milwaukee, Wis. (for CP).
Protestant: Midwest Broadcasting Co. (Milwaukee, Wis.).
Things Alleged: (1) Lack of financial qualifications; (2) Violation of multiple ownership rules; (3) Grant to applicants who are not real parties in interest; (4) Violation of policy against payment for withdrawals.
FCC Action: Denied: This involved drop-out and a bona fide "hearing" had been held.

Arkansas Radio & Equipment Co. and Arkansas Tv Co., Little Rock, Ark. (for CP).
Protestant: Arkansas Broadcasting Co. (KLRA Little Rock, Ark.).
Things Alleged: (1) Protestant had oral contract re trans. site with Arkansas Radio, which Arkansas Radio violated; (2) Arkansas Radio made undisclosed agreement re trans. site with Arkansas Tv Co.; (3) Commission's action in granting application of Arkansas Radio is illegal; (4) Undisclosed agreement is contrary to public interest.
FCC Action: 8-3-53 Designated for hearing. 8-21-53 Dismissed without hearing at request of protestant.

WHEC Inc., Rochester, N. Y.; Veterans Broadcasting Co., Rochester, N. Y. (for CP—share time).
Protestant: Federal Broadcasting System (WSAY Rochester, N. Y.).
Things Alleged: (1) Commission failure to make adequate announcement of amendments (to share time) is violation of due process.
FCC Action: 4-1-53 Designated for hearing. 7-27-53 Dismissed: Did not state with specificity facts alleged.

Cherry & Webb Broadcasting Co., Providence, R. I. (for CP; for STA).
Protestant: Channel 16 of Rhode Island Inc. (WENT [TV] Providence, R. I.).
Things Alleged: (1) Certain stockholders of one of the applicants have positions with WEAN (AM) in Providence; (2) Certain employes of applicants are officers of WHIM (AM) in Providence; (3) Cherry & Webb application not amended to show who would be officers; (4) No public notice of amendment or application for STA; (5) Option agreement is excessive; (6) Real parties in interest not in application; (7) Amended application raised multiple ownership questions; (8) Premature construction done in violation of 319 (a); (9) Issuance of STA to Cherry & Webb, which is only a "permittee," is violation of Commission's Rules
FCC Action: Designated for hearing.

Spartan Radiocasting Co. (WSPA-TV), Spartanburg, S. C. (for mod. of CP to change trans. site and power).
Protestants: Wilton E. Hall (WAIM-TV Anderson, S. C.) and Greenville Tv Co. (WGVL [TV] Greenville, S. C.) and Sterling Telecasting Co. (WSCV Spartanburg, S. C.).
Things Alleged: (1) Applicant made misrepresentations in application for STA; (2) Move of trans. makes this a Greenville, rather than Spartanburg, station.
FCC Action: Denied: Hall has not shown he is party in interest; no injury shown from modification. Greenville and Sterling denied; not sufficient allegations of fact.

Spartan Radiocasting Co., Spartanburg, S. C. (for STA).
Protestants: Greenville Tv Co. (WGVL Greenville, S. C.) and Wilton E. Hall (WAIM-TV Anderson, S. C.) and Sterling Telecasting Co. (WSCV Spartanburg, S. C.) and Uhf Frequency Tv Assn.
Things Alleged: (1) Grant would make Spartan a Greenville, rather than Spartanburg, station; (2) Applicant misrepresented to Commission purposes of STA; (3) Applicant has not financial ability to operate.
FCC Action: Denied: Did not show economic injury flowing from grant of STA.

Tulsa Broadcasting Co., Muskogee, Okla.
Protestants: Elfred Peck (KCEB [TV] Tulsa, Okla.) and Arthur R. Olson (Tulsa, Okla.) and Wrather-Alvarez Inc. (KOTV [TV] Tulsa, Okla.).
Things Alleged: (1) Applicants are not qualified to be licensees; (2) Applicants do not intend to become Tulsa station.
FCC Action: Denied: Application granted after hearing (merger). 309 (c) does not apply.

Salinas Broadcasting Corp., Salinas, Calif. (for CP for share-time operation).
Protestants: S. A. Cisler Jr. and Grant R.

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Wrathall (KICU [TV] Salinas, Calif.).

Things Alleged: (1) Grant 7 days after announcements of share-time amendment is denial of due process; (2) Share-time provision violates Sec. 3.651 of Rules, which provides all tv stations shall be licensed for unlimited time operation.

FCC Action: Designated for hearing (oral argument).

T. E. Allen & Sons, Durham, N. C. (for CP).

Protestant: Public Information Corp. (WSSB Durham, N. C.).

Things Alleged: (1) Grant of application without hearing was denial of due process since WSSB had application for same channel on file; (2) Overlap situation resulted from grant; (3) Comparative hearing should be held.

FCC Action: Designated for hearing (oral argument).

M. B. Rudman, Minot, N. D. (for CP).

Protestant: North Dakota Broadcasting Co. (KCJB Minot, N. D.).

Things Alleged: Engineering interference.

FCC Action: Condition added to grant and protest dismissed.

Eugene Tv Inc., Eugene, Ore.

Protestant: W. Gordon Allen (KTVF [TV] Eugene, Ore.)

Things Alleged: (1) Grant violates multiple ownership rule: grant from father to son is not relinquishment of control; (2) Son has no business interests other than his father's.

FCC Action: Designated for hearing.

WGAL-TV Lancaster, Pa. (conditional authorization on ch. 8—shift from ch. 4).

Protestant: Peoples Broadcasting Co. (applicant for ch. 8, Lancaster, Pa.).

Things Alleged: (1) Expenditure of funds by WGAL for ch. 8 will prejudice Peoples' right to a fair hearing.

FCC Action: Denied: This is not action on application pursuant to Sec. 308; Sec. 309 (b) Protest does not lie.

WMIE-TV Inc., Assignor, and Storer Broadcasting Co., Assignee (for consent to assignment of CP), and Storer Broadcasting Co. (WGBS-TV) (for mod. of CP) and Storer Broadcasting Co. (for STA).

Protestants: Hollywood Broadcasting Co. (WINZ Miami-Hollywood, Fla.) and Miami-Biscayne Tv Corp. (WMFL Miami, Fla.)

Things Alleged: (1) Affiliation with NBC was purpose of Storer purchase, and purchase of equipment was incidental: trafficking in licenses and network facilities; (2) As result, Ft. Lauderdale was deprived of second service; (3) Storer's multiple broadcasting interests in Miami result in unfair competition; (4) Storer may undertake uhf conversion only to its channel.

FCC Action: Designated for hearing (oral argument).

Great Commission Schools Inc., Anderson, Ind.

Protestant: Anderson Radio Telephone Service Inc. (KSA625—Domestic Public Land Mobile Radio Service—Anderson, Ind.

Things Alleged: (1) Protestant made verbal agreement with applicant to let protestant install antennas on applicant's tower; (2) Applicant has not put agreement in writing and if it did, protestant would withdraw protest.

FCC Action: Denied: No economic injury shown.

Valley Telecasting Co. (WFRV-TV) Green Bay, Wis.) (for transfer control from Clayton Ewing, et al., to Neenah-Menasha Broadcasting Co.); (for mod. of CP to extend construction date); for mod. of CP to change transmitter site and change equipment).

Protestant: M & M Broadcasting Co. Inc. (WMBV-TV Marinette, Wis.).

Things Alleged: (1) Valley has tried to delay and harass M & M to prevent it from getting NBC contract; question arises as to whether Valley is proper licensee; (2) Not sufficient reason given in application for extension of time; (3) Transfer of control constitutes trafficking in permits; (4) Question as to whether Green Bay will receive service to which it is entitled.

FCC Action: Designated for hearing (oral argument).

WJR (WJRT [TV]) Flint, Mich. (for mod. of CP to change transmitter site, etc.).

Protestant: Lake Huron Broadcasting Corp. (WKNX-TV Saginaw, Mich.).

Things Alleged: (1) Grant violates Sec. 3.607 of rules; (2) Grant contravenes Sec. 307 (b) of act; (3) Grant may cause loss of service of its station; (4) Grant shows WJR's lack of intention to construct original station.

Protestant: Inland Broadcasting Co. (WTOM-TV Lansing, Mich.).

Things Alleged: (1) Proposed trans. move is contrary to table of assignments; (2) Move will eliminate their station; (3) Move is act of misrepresentation.

Protestant: Spartan Broadcasting Co. (WWTV Cadillac, Mich.).

Things Alleged: Same as two above plus (1) Trans. move will cause destructive electrical interference with loss of service to WWTV; (2) Program quality will suffer.

FCC Action: Designated for hearing.

Edwin G. Polan, et al., d/b as Polan Industries, Youngstown, Ohio (for CP).

Protestant: Valley Tv Co., Youngstown, Ohio.

Things Alleged: Commission grant to Polan was premature and untimely, not affording interested parties opportunity to file applications.

FCC Action: Denied: At time of grant protestant only a member of the general public and not party in interest.

RADIO (AM)

Paul A. Brandt (WBRN), Big Rapids, Mich. (for CP).

Protestant: Nathan Williams, resident of Oshkosh, Wis.

Things Alleged: Overlap between proposed operation and WCEN Mt. Pleasant, Mich., also licensed to Brandt.

FCC Action: Denied: Individual is not party in interest.

Albuquerque Broadcasting Co. (KOB), Albuquerque, N. M. (for mod. of CP); Albuquerque Broadcasting (for mod. of CP); Albuquerque Broadcasting (for extension of SSA).

Protestant: American Broadcasting Co. (WJZ New York, N. Y.).

Things Alleged: (1) Operation under SSA results in objectionable interference to WJZ; (2) This action is inconsistent with Court's mandate.

FCC Action: Designated for hearing.

Southwestern Broadcasting Co. (KSWB), Yuma, Ariz. (for CP to replace expired CP).

Protestant: Harkins Broadcasting Inc. (applicant for CP on same frequency).

Things Alleged: Protestant was entitled to have application considered on comparative basis.

FCC Action: Denied: Not party in interest.

Alvin E. O'Konski (WOSA, formerly WLIN), Wausau, Wis. (for CP).

Protestant: WSAU Inc. (WSAU Wausau, Wis.).

Things Alleged: Commission grant contained condition concerning construction prior to grant; Sec. 319 (a) requires hearing on premature construction.

FCC Action: Denied: No facts alleged which, if proven, would cause applicant to be unqualified.

Alvin E. O'Konski (WOSA), Wausau, Wis. (for CP to increase power and move main studio and transmitter location to Wausau).

Protestant: WSAU Inc. (WSAU Wausau, Wis.).

FCC Action: Denied: Order modifying CP by inserting additional condition is not subject to protest.

W. Gordon Allen (KGAL), Lebanon, Ore. (for CP to change from: 930 kc to 920 kc daytime to unlimited).

Protestant: Symons Broadcasting Co. (KLXY Spokane, Wash.).

Things Alleged: (1) Interference will be caused to KLXY (not, however, within normally protected contour); (2) Area to lose service will not receive similar programs from KGAL.

FCC Action: Denied: Not party in interest: (1) Interference does not fall within normally protected contour; (2) 309 (c) does not enlarge right to object to interference on ground of programming.

Benton Broadcasting Service (KBBA), Benton, Ark. (for mod. of CP to change transmitter and studio location).

Protestant: WMPS (Benton, Ark.).

Things Alleged: Proposed operation will cause interference to WMPS.

FCC Action: Denied: Not party in interest. Facts alleged, if proved, would not establish existence of interference.

Bluff City Broadcasting Co. (WDIA), Memphis, Tenn. (for CP to change from 730 kc, 250 w, daytime to 1070 kc, 5 kw, unlimited).

Protestant: Television Corp. (WAPI Birmingham, Ala.).

Things Alleged: Objectionable interference between applicant's proposed operation and application for increase in power of protestant on file with Commission.

FCC Action: Denied: Applicant for increase in power not party in interest.

Bay Radio Inc. (KEAR), San Mateo, Calif. (for CP to increase from 1 kw to 10 kw).

Protestant: McClatchy Broadcasting Co. (KFBK Sacramento, Calif.).

Things Alleged: Interference.

FCC Action: Designated for hearing.

J. W. Furr, Columbia, Miss.

Protestant: KXEL Waterloo, Iowa.

Things Alleged: Station KXEL is entitled to protection as a Class I-B station.

FCC Action: Denied: A station which might be entitled to Class I-B status under the new NARBA has no claim to such protection until treaty is ratified.

Ville Platte Broadcasting (KVPI), Ville Platte, La. (for CP).

Protestant: James A. Noe (WNOE New Orleans, La.).

Things Alleged: Interference.

FCC Action: Denied: In absence of field intensity measurements, Commission's soil conductivity map is sole standard for determining objectionable interference: not objectionable interference; therefore not party in interest.

Chas. W. Holt and Dave A. Matison Jr., d/b/as Bogalusa Broadcasting Co. (WHXY), Bogalusa, La. (for mod. of CP specifying site and antenna system).

Protestant: Times-Picayune Pub. Co. (WTPS New Orleans, La.).

Things Alleged: Interference.

FCC Action: Designated for hearing.

James Gerity Jr., Pontiac, Mich. (for CP).

Protestants: WKMH Inc. (WKMF Flint, Mich.) and Chief Pontiac Broadcasting Co.

Things Alleged: Interference.

FCC Action: WKMH designated for hearing. Chief Pontiac Broadcasting denied: only an applicant for facilities and therefore not party in interest.

Dages I. Boyle (WEKY), Richmond, Ky. (for mod. of CP for site approval).

Protestant: Central Ky. Broadcasting Co. (WLEX Lexington, Ky.).

Things Alleged: Legal qualifications of applicant.

FCC Action: Denied: Not party in interest—no economic injury resulting from mod. of CP.

Radio St. Louis Inc. (KSTL), St. Louis, Mo. (for CP to increase power from 1 kw to 10 kw and to install directional antenna).

Protestants: Voice of Dixie Inc. (WVOK), Birmingham, Ala.) and Mid-West Broadcasters (KGGF Coffeeville, Kan.) and WMPS Inc. (WMPS Memphis, Tenn.).

Things Alleged: Interference.

FCC Action: Designated for hearing.

Evening News Assn. (WWJ), Detroit, Mich. (for CP to add additional tower to antenna system.

Protestant: Wm. Penn Broadcasting Co. (WPEN Philadelphia, Pa.).

Things Alleged: Commission used improper reference basis to decide question of interference to WPEN.

FCC Action: Denied: Once approval on "reasonable agreement" basis is granted, the same estimates of interference to other stations is used. Therefore, not party in interest.

Sparks Broadcasting Co. (WHGR), Houghton Lake, Mich. (for CP).

Protestant: WFYC (Alma, Mich.).

Things Alleged: Interference.

FCC Action: Denied: Protest filed too late and also insufficient interference.

W. Gordon Allen, Springfield, Ore. (for CP).

Protestants: KUGN Inc. (KUGN Eugene, Ore.) and Radio Airway Inc. (KASH Eugene, Ore.) and Lane Broadcasting Co. (KORE Eugene, Ore.).

Things Alleged: Allen owns 70% of KSGA in Cottage Grove, Ore.; this operation would provide a 2 mv/m signal over Cottage Grove, thus

(Continued on page 117)

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Commercial manager: Top network station in major southern market. Highly competitive. Best deal in south for right man. Station highly promotional and requires same type of man. Please send snapshot and resume to Box 199C, B•T.

Managerial sales posts with some announcing. Regional daytime network affiliate, Florida east coast. $90.000 per week plus 10 percent of net. Advancement and permanency. Proven record necessary. Send full particulars, photo and references, WORZ, Orlando, Florida.

Manager-salesman—for new 1kw indie at Clarksdale, Miss.—25-38—family—detailed-minded, cost-conscious. Must have excellent personal sales record and top references. Make between $500 and $725 month with progressive broadcaster. Call John McLendon, 37830 or 62768, Jackson, Miss.

Salesmen

Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

Excellent opportunity for energetic and effective salesman of good character. Progressive network station in large Texas market. Box 967A, B•T.

Business is good. We need an ambitious salesman that wants to work and earn real money. Radio Station KASI, Ames, Iowa.

Salesman? Experienced? Want salary plus commission? Tv closed circuit experience? Go-getter better than $125.00 weekly. Good housing. Phone KPRK, Livingston, Montana.

WEAW-AM-FM, Chicago suburb station needs aggressive young salesman with some successful experience in smaller market. All details, including earnings, first letter. WEAW, Evanston, Illinois.

WDOS, Oneonta, New York will start salesman with on-air business, good commission.

Experienced salesman. Permanent position for aggressive man selling radio and tv. WPAG, Ann Arbor, Mich.

IN FRESNO . . .

Just like many, many other areas, wise TV broadcasters, interested in well-screened and highly trained personnel, have turned to Northwest Radio & TV School graduates. Why don't YOU start using our FREE Radio-TV personnel service? Save TIME and MONEY! Our graduates are well qualified and professionally trained in our studios using standard commercial equipment. We screen them . . . train them . . . refer them to you with complete details, as they fit your specific needs. Let us help you with your personnel needs. We assure you of prompt, personal attention. Write or call COLLECT, John Birrel, Placement Director . . .

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N. W. 21st Ave., Portland 9, Oregon
with schools in
HOLLYWOOD ☆ CHICAGO ☆ WASHINGTON, D. C. ☆ PORTLAND

RADIO

Help Wanted—(Cont'd)

Announcers

South Carolina radio station needs clean cut announcer-engineer. Must be able to maintain equipment and do a good announcing job. Salary $80 to $90, depending on experience and ability. Send tape, photo, which will be returned, and complete information. Box 987A, B•T.

Football play-by-play man, plus disc jockey personality with ability to project and attract audience by skillful selection of pop music for southwest market. We need you by August 1. Give complete background, salary expected and tapes. Enclose snapshots. Box 165C, B•T.

Immediate opening, experienced R&B deejay in a small, prosperous & thriving east coast community. Send tape, details. Box 183C, B•T.

Negro engineer-announcer for large southeast metropolitan market. Must have FCC first class radio-telephone license. Emphasis on announcing. Excellent salary and working conditions. Box 189C, B•T.

Wanted: Dependable, married, night duty, experienced announcer. ABC network. Send resume. KFRO, Longview, Texas.

Versatile announcer, needed by top independent. Premanent position. Good working conditions. Personal interview necessary. Contact Manager, KLLL, Lubbock, Texas.

If you are an exceptional announcer "thoroughly radio-wise," a fine DJ with an interest in really going after a splendid audience; if you have a creative flare versatility "and want to move along with highly successful" progressive operation in the beautiful bustling intermountain west, we'll make you a good proposition upon receipt of your resume and tape. Send at once to KLO, Ogden, Utah, care of Charles Freed.

Need two announcers. One with first class ticket with makings of chief engineer and one who can sell hard and write good copy. Include experience and salary wanted in first letter. Write KNEM, Nevada, Missouri.

2 combo men—one chief engineer with good voice—other 3rd ticket, for new Billings, Montana, indie. Good pay—audition tapes returned. KSPO, Spokane, Washington.

Wanted! Four persons: News specialist, sports man, top-notch first class engineer, and a man or woman for Music Department, must play piano. Only experienced, reliable persons should apply to KTEM, Temple, Texas.

Combination announcer-first phone for WALK-AM-FM, Patchogue, New York. Five day, forty hour week. Contact Program Director.

Experienced announcer. Good pay plus overtime. Six paid holidays plus vacations. Contact Manager, WCOJ Coatesville, Pa. Phone: 2100.

Opening for experienced announcer September 1st. Must have play-by-play experience. Opening now for announcer-salesman. Send resume, tape, photo. Good opportunity. Pleasant working conditions. WKRM, Columbia, Tennessee.

Experienced announcer with first phone. Good future with new station. Contact Ken Kilmer, WMRI, Marion, Ind.

Technical

Midwest 1000 watt station needs transmitter engineer—no announcing—state experience, salary, etc. Box 174C, B•T.

Negro announcer-engineer for large southeast metropolitan market. Must have FCC first class radio-telephone license. Emphasis on announcing. Excellent salary and working conditions. Box 190C, B•T.

Chief engineer, 1st phone, experienced technician combo man, experienced announcer. Rush complete information, photo, tape. Permanent, good salary. Radio Station KTIP, Porterville, California.

RADIO

Help Wanted—(Cont'd)

Need chief engineer who is good announcer for California 250 watt station in small town. Good working conditions. Immediate and permanent. Send tape, photo, complete resume. KUKI, Ukiah, California.

Help Wanted: Chief engineer and announcer for 250 ABC station. Must be good announcer as well as a good engineer. Good living conditions, salary open. Write or call Bob Harrison, Radio Station WLOH, Princeton, West Virginia.

Chief engineer-announcer—for new 1kw indie, Clarksdale, Miss. Prefer versatile young man desiring permanent position with progressive broadcaster. Call John McLendon, 37830 or 62768, Jackson, Miss.

Programming-Production, Others

Want to learn news? Young, single announcer with good voice and delivery and some writing ability. Edit, rewrite and some staff. Active community of 20,000. Apply in full with brief tape if possible. Box 110C, B•T.

Wanted: Experienced PD for prosperous western town of 50,000. Prefer man in late twenties or early thirties. Strong on news, music, and special events. Apply Box 175C, B•T.

Copywriter for permanent position. Good pay and hours. Can train. KROX, Crookston, Minnesota.

Experienced traffic girl—must type—good salary for right person. Contact WGSM, Huntington, New York.

Continuity—young man or woman. Heavy copy, some routine. Experience preferred but not essential. Steady position. Good working conditions, insurance. Send details including salary requirement, marriage status, age, education, snapshot, experience if any and samples. WLEC, Sandusky, Ohio.

Situations Wanted

Managerial

Florida only. Successful commercial manager available. Box 173C, B•T.

Commercial manager—9 years radio—strong on programming and sales. Want medium to large market—will supply business and character references. Box 211C, B•T.

Station manager. 12 years experience—small media markets. East coast preferred. 1st engineer. Immediate reply. Box 214C, B•T.

Salesmen

Florida only. Successful salesman available. Box 173C, B•T.

Top-notch sales manager and announcer, excellent on play-by-play in sports, desires job in either Tennessee, Kentucky or southeast Missouri. Will consider other areas. Box 182C, B•T.

Announcers

Top-flight experienced announcer seeks change. Presently with major market indie. College grad., NBC trained. Know all phases. Want progressive station that offers fine future. Box 897A, B•T.

Announcer—excellent commercials, strong news—good DJ, tape and resume. Box 130C, B•T.

Announcer, ten years experience, desires permanent position in radio-television medium size city, or program manager smaller station. Currently doing popular record show in competitive market. Earning $100 weekly. Box 139C, B•T.

Experienced announcer. Hardworking, congenial, desires position with music-news station in northeast. Box 146C, B•T.

Hardworking staff announcer. Can handle any type DJ. Recent broadcasting school graduate. Box 152C, B•T.

Hard working, level headed staff announcer. 15 months experience. Tapes. Box 160C, B•T.

Staff announcer, news, sports, DJ, commercials, control board, third ticket. Married, veteran, will travel. Tape, resume on request. Box 161C, B•T.

Sportscaster available—seven years all sports. Presently manager daytimer. Desire college play-by-play. Thirty, family, degree, references. Box 163C, B•T.

Announcing, writing, programming, seven years experience, prefer Texas or southwest, local shows production speciality, minimum salary $105.00 weekly. Box 169C, B•T.

RADIO

Situations Wanted—(Cont'd)

Florida only. Successful announcer available. Box 173C, B•T.

Announcer. Negro. Terrific disc jockey personality. Some experience. Tape available. Box 187C, B•T.

Announcer, draft exempt, 22 years. 2 years experience AFRTS. Strong on DJ, friendly delivery. Air checks available. Operate control board. Single, free to travel. All offers considered. Box 188C, B•T.

Newsman or night pop DJ. 10 years experience. You must be metropolitan. South-southeast. Box 192C, B•T.

Broadcasting school graduate, good staff potential. Copious knowledge music, sports. Personable, sincere. Box 196C, B•T.

Looking for opportunity in the great northeast. Washington, D. C., New York, Philadelphia, Boston, etc. 3 years pops DJ—age 25 and married. Number one in 100,000 market (Pulse), 10kw (ABC net.). Parttime sales. Good recommendations and references. Available in August. Box 201C, B•T.

Experienced announcer—1st phone. Some selling. Want opportunity. Really learn sales. Box 205C, B•T.

Announcer—1st phone. 5 years experience, morning man. Box 206C, B•T.

Obtaining first phone, announcer three years, looking for parttime announcing in New York. Box 207C, B•T.

Negro platter personality, college trained, broad musical background, sober, veteran, travel, tape, and references. Box 208C, B•T.

Attention, 250-1000 watt progressive stations! I'm a personable announcer-DJ. Ready to work for you! Single, clean cut, sober, qualified. Strong news, commercials, recent top graduate radio school material available. Try this one! Box 209C, B•T.

Announcer, experienced, college education, clear concise news delivery, can build up following as DJ. Experienced in special events. Box 213C, B•T.

Announcer, experienced. 7 years sports news. Desire permanent position. Box 217C, B•T.

Announcer, six years experience, married, one child. Available August. Gene Books, 418 Green St., Big Rapids, Michigan.

Experienced announcer available. Good news delivery, excellent DJ, fluent ad lib. Phone Dewey 2-6178, N. Y., or write to: Dick Bynn, % Kirschner. 259 Brighton Beach Avenue, Brooklyn 35, N. Y.

Experienced staff announcer. Radio school graduate, family, strong on news, second class ticket, amateur license, control board experience, salary secondary to security, now available, prefer northwest, Nevada, or California. Tape on request. Durwood L. Cunningham, 403 Earhart Street, Medford, Oregon.

Announcer, DJ, first phone. Knows music. Desires settle far west. Prefer California. Ron Durr, 1750 Stoner, W. Los Angeles.

Humorous deejay-straight announcer. First phone. Have own phonograph needle . . . will travel. Louis Gutenberger, 6671 DeLongpre Ave., Hollywood 28, Calif.

Announcer—strong news, commercials. Do copywriting, DJ, third ticket. Married, will travel. Tony Lamont, 1153-70 Street, Brooklyn, N. Y.

Announcer, radio school graduate, deejay, friendly commercials, authoritative news. Mike Lepre, 760 Eilliam Street, Harrison, New Jersey.

Announcer-staff, strong news, excellent commercials, food disc jockey, light experience, dependable, married, veteran, will travel, tape. Paul Phillips, 132-18 87 Street, Ozone Park 17, New York. Virginia 5-8335.

A-1 DJ personality, also news, rewrite, general staff. 2 years experience, have car, will travel. Tape, resume on request. Contact Mike Stein, 26 East 91 Street, N. Y. C., SA 2-0233.

Technical

Chief engineer of small station desires change in location. Prefer south. Box 144C, B•T.

RADIO

Situations Wanted—(Cont'd)

Engineer, first phone. Am-fm experience including directionals. Available two weeks. Box 166C, B•T.

Engineer, 1st phone, 2 years am-fm. 32, wife, daughter, car. Prefer Florida, south, southwest. Box 172C, B•T.

Engineer: Mature, experienced am, first phone license. Able to work congenially with others. John Fill, Hartsville, South Carolina.

Programming-Production, Others

Have talent — will travel. Experienced news writer-editor, journalism degree. Immediate availability. Box 993A, B•T.

Veteran newsman-broadcaster. 9 years experience, newspaper, radio and television. Excellent references. Box 167C, B•T.

Program director—announcer with good job will accept better job. East coast. Versatile, experienced, veteran, married. Excellent references. Box 176C, B•T.

Newsman—28—single—Wisconsin journalism grad —experience midwest stations. Some newscasting —will travel anywhere. Box 178C, B•T.

Continuity man—six years experience radio-tv, mostly copy, some deejay, tv production, direction, AB, single. Available September 5. Prefer south. Box 185C, B•T.

Attention Colorado: Experienced newscaster with announcing, advertising, theatre background. Wants to locate in Colorado. Enthusiastic . . . 28 year old vet, with family, interested in radio and/or tv position . . . presently employed. What have you. Box 200C, B•T.

Top experience young man. NBC regular staff production-director. Also small station experience, all phases. College grad. Desires production or administrative position. Radio or tv. Box 210C, B•T.

Looking! Female, 4 years copywriter, radio, DJ, vocalist, composer. Work before or behind mike. Currently employed. Write Robin Hall, 5519 S. Kenwood, Apt. 223, Chicago 37, for details.

TELEVISION

Help Wanted

Managerial

Young, experienced sales manager, anxious to become general manager. Has unusual opportunity for advancement with rapidly growing organization. Box 193C, B•T.

Salesmen

Experienced tv salesman for new southwestern vhf in major market. Box 215C, B•T.

Announcers

Staff announcer for top CBS radio-tv affiliate in Pennsylvania. Send complete resume and picture Box 184C, B•T.

Technical

Experienced, top-calibre maintenance engineers for DuMont equipped vhf in southwest. Box 216C, B•T.

TELEVISION

Help Wanted—(Cont'd)

First class engineer for tv operations in Bay City, Michigan. Television experience desired but not necessary. Contact Chief Engineer, Robert Beurket, WNEM-TV, Bay City, Michigan.

Newspaper owned tv station has immediate opening for control room engineer. Send complete background, qualifications, photo to Wallace Wurz, Chief Enginener, WTVH-TV, Peoria, Illinois.

Situations Wanted

Managerial

Assistant manager or administrative assistant. Six years vhf and uhf. Two years radio. Accounting background. Experience in construction, purchasing, personnel, labor negotiations. Desire to relocate about August 1. Available for interview. Box 191C, B•T.

Salesmen

Five years radio-tv sales experience. College graduate, 28, single. Prefer Rocky Mountain, southwest, or coast. Best references. Box 162C, B•T.

Technical

Video operator—studio maintenance technician. First class license. Single, draft exempt. Box 202C, B•T.

Engineer, first phone. 10 years am-fm, teaching television. Interested permanent position television. Robert Beckett, 3335 Euclid, Kansas City, Missouri.

Production-Programming, Others

Vhf program manager available July 15. Top industry references. Box 170C, B•T.

Commercial television program manager desires "Educational Television" position. Degrees, top references and 8 years production & programming experience. Box 171C, B•T.

Television-radio newsman. News "beat" reporter. Play-by-play sports. On camera announcer. Now employed in television. 2 years television, 3 years radio. University graduate, 25, single. Box 180C, B•T.

Young man, 22, veteran, wishes to relocate with station in medium market area as director or floor-director with good possibility of advancement. Thorough tv background, familiar in all phases of production. Two years experience in closed circuit telecasts. Box 186C, B•T.

Now available—cameraman: 2 years experience. Excellent background; all studio operations. References. Box 195C, B•T.

FOR SALE

Stations

250 watt fulltime station in Colorado by owner. $10,000 will handle. Write Box 164C, B•T.

Fulltime small market local. Excellent staff. No competition. Price $75,000.00. Gross last years, $65,000.00. First six months this year $28,000.00. Write Box 181C, B•T.

GENERAL ELECTRIC

has openings for

SALES ENGINEERS

T. V. EQUIPMENT

Further expansion of our sales organization has created an opening for an experienced Broadcast Equipment Sales Engineer with a proven record of outstanding accomplishment — also several openings for Junior Sales Engineers for sales training in Syracuse. These are well-paid positions for men who meet our high standards. If you have a record of success in your present job, two years experience in the broadcast equipment business, an engineering degree or equivalent, and are between the ages of 25 and 45, I invite you to mail to me a one-page summary of your experience, education and other qualifications with a recent photograph. All replies strictly confidential. Albert F. Wild, Manager-Sales, Broadcast Equipment, General Electric Co., Electronics Park, Syracuse, N. Y.

GENERAL ELECTRIC

FOR SALE—(Cont'd)

Stations

Attention owners of radio stations! We can sell your radio station if price is fair! Box 204C, B•T.

Now available. Single station, 250w located in northwestern United States, very good potential, write Box 212C, B•T.

Exclusive listings. Radio stations. Arkansas, Texas, Oklahoma, Missouri, Kansas, as available. Ralph Erwin. Broker, Box 811, Tulsa.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Equipment, Etc.

General Radio 916-A bridge, composite oscillator, and converted BC-946B receiver, $400.00; General Radio 1302-A oscillator, $325.00; Federal 101-C field meter, $200.00; complete lot $825.00. Box 197C, B•T.

Complete uhf station equipment including 12.5 kw transmitter and pylon antenna, monitors, switcher, audio console, film chain, studio camera chain, lighting, and all other related items. WJTV. Box 8187, Jackson, Miss.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies crystal regrinding, etc., fastest service. Send for catalog. Also monitor and frequency measuring service. Edison Electronic Company, Temple, Texas.

NEW TV EQUIPMENT NEVER USED

Substantial Discount

5 KW DUMONT TRANSMITTER

High Band VHF, complete with console, monitors, etc.

THREE DUMONT IMAGE ORTHICON CAMERA CHAINS

Complete DuMont Studio Equipment, including nine Channel Studio Switcher, Studio and Portable Sync Generators, Slide Scanner, Monitors, Racks, etc.

TEST EQUIPMENT

Including RCA Video Sweep Generator, Waveform Monitor, Oscilloscope, etc.

TRANSMISSION LINE

Including 650 feet of 3⅛″ Andrew 51.5 Ohm Line, Connectors, Hangers, etc.

Interested in quickly selling complete package or individual items.

Box 198-C, B•T

FOR SALE—(Cont'd)

Equipment

Coil mfg. business-RF-OSC-antenna coil equipment trade name etc. $5,000, or trade for complete fm station—250 watts or 1kw only. Keith Radio—Laurel, Miss.

WANTED TO BUY

Stations

Miss.—Ark.—La.—W. Tenn.—Stations or CPs—Towns 5000 plus or cities. Box 947G, B•T.

Have buyers for radio and television properties in New England and vicinity. Contact Edd Harris, 61 Church Street, Ware, Mass. Telephone Ware 431-M.

Equipment

Wanted: Good used 5 kw television transmitter and 6 gain antenna for channel 6. Describe condition and quote price. Box 179C, B•T.

Studio console, small, similar to W. E. 23C. Box 5025, Jacksonville, Florida.

Wanted transmitter and complete equipment for 500 watt am station. H. W. Cassill, 400 Commercial Building, Sioux City, Iowa.

Instruction

Get your FCC first phone license quickly. Intensive, personalized instruction by correspondence or in residence—Washington, D. C., or Hollywood, Calif. For details, write Dept. 1-M, Grantham School, 737 11th Street N. W., Washington, D. C., or 5910 Sunset Blvd., Hollywood 28, Calif.

Commercial radio announcing. Practical home study course, prepared for combination men and announcers who need help. Pathfinder Radio Services, 737 11th Street, N. W., Washington, D. C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W. 21st Street, Portland 9, Oregon.

FCC 1st phone license in 5 to 6 weeks. Bill Ogden, 1150 W. Olive, Burbank, California. See display ad next week.

New summer groups starting—1st-2nd class FCC licenses. Days—6 weeks; Evenings—10 weeks. Intensive, qualified instruction. Avery-Elkins, 1733 Broadway, New York City. PLaza 7-1858.

RADIO

Help Wanted

STATION MANAGER

Somewhere there's a sound, dependable man, working as a station manager, commercial manager or salesman at successful Southern radio station. He sells, knows the basic operation of a single market station and wants to settle in a friendly Southern college town. To this man we offer the management of a good station now operating in the black, located in an excellent Southern market with a county population of 60,000. This is an opportunity to make a good income and buy an interest in operation at later date.

P. O. Box 1511
Meridian, Miss.

Salesmen

TERRIFIC OPPORTUNITY!

Midwest independent—University town—125,000 market—top salesman wanted—possibility sales manager. $100 weekly against 20% commission. Wire, write or call after five P.M. Giving experience and availability for interview.

Apt. 403
222 E. Delaware
Chicago, Illinois
Michigan 2-4988

RADIO

Help Wanted—(Cont'd)

JINGLES WANTED

Writer Composer Producer

To furnish completely transcribed singing commercials. State if you have samples.

Box 168C, B•T

Situations Wanted

Managerial

AVAILABLE

Seventeen years of full experience in all phases of commercial broadcasting. Accent on quick sales turnover and general management. Willing to accept combination Manager-Program-Director position in smaller station. If necessary will do play by play sports commentary as well.

Box 194C, B•T

Announcer

EXPERT SPORTS-NEWS COMMENTATOR AVAILABLE FOR INTERESTING AM OR TV JOB

15 years play-by-play includes major league baseball, college and pro football, basketball, boxing. Current AM/TV sports shows tops in major market. Excellent news background, newscasting awards winner. Finest references. Apply
Box 140C, B•T

TELEVISION

Help Wanted

Technical

HELP WANTED

VHF Chief Engineer opening in one of better resort-tourist areas of America. Permanent population around half million. Affiliated with three networks. Send full details, experience, photo, references and starting salary first letter. Excellent opportunity for right man.

Box 218C, B•T

Situations Wanted

Programming-Production, Others

EXPERIENCED WOMAN TV OPERATIONS MANAGER

Programming, Production, Sales

10 years background. Desires permanent work at top level with progressive station. Top references. Have network and agency contacts. Knowledge of large and small markets. Correspondence confidential.

Box 177C, B•T.

FOR SALE

Stations

TELEVISION STATION

FOR SALE

UHF Channel 47, RCA equipment, 437 ft. tower, beautiful building housing offices, studios, and transmitter. Over 8 acres land on main highway. NBC affiliation. Went on air August, 1953. Silent since June 1, 1955. Located in center of state with county population of 123,000, market area over 500,000. Only one other station in city. Wonderful opportunity for growth investment. Can be financed on shoestring. Low operating cost.

E. K. Cargill
595 Wimbish Road, Macon, Ga.

Equipment

FOR IMMEDIATE SALE

Complete Federal 20B 1 kw UHF TV Transmitter. In top condition, used less than 2600 hours. Now adjusted to Channel 54, factory engineers will convert to any UHF channel desired. Priced for quick sale, inquiry and inspection invited.

Box 219C, B•T

FOR SALE

Movie Camera. Cine Special No. 1. 16 mm. 25 mm (one inch) F 1.9 lens. Kodak anastigmat. Guaranteed in perfect condition. Originally cost $900. Sale price $500. Contact H. J. Godschalk, Advertising Manager.

GEORGE E. FAILING COMPANY
P. O. Drawer 872 Enid, Oklahoma

FOR SALE

2—Gates CB-7 Turntables with equalizers but less pickups. $20.00 each.

1—Collins 26-C Limiting amplifier in good condition. $50.00.

1—Presto TL-10 Tape playback for use with turntable. $50.00.

1—Katolite gas engine power generator, 600 Watts, 115 V.A.C., good condition. $75.00.

Terms—Cash and Carry
WFIN, Findlay, Ohio

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Stations

RADIO STATION WANTED

Any location considered. Price up to $100,000. Experienced, amply financed radio and ad agency man ready to buy clean, solid AM station in promising market. Direct or thru broker. Write in confidence.

M. R. Ross—Box 249—Mt. Prospect, Ill.

(Continued from page 112)

violating Sec. 3.35 of Rules.

FCC Action: Designated for hearing.

Lloyd C. McKenney & John J. Daby, d/b/as Carthage Broadcasting Co. (for CP).

Protestant: Wm. R. Tedrick (KWRT Booneville, Mo.).

Things Alleged: Interference.

FCC Action: Designated for hearing.

Lake Shore Broadcasting Co., Sheboygan, Wis. (for CP).

Protestant: Columbia Broadcasting System (WBBM Chicago, Ill.).

Things Alleged: Interference.

FCC Action: Designated for hearing.

Trinity Broadcasting Corp. (KELP), El Paso, Tex. (for renewal of license; for mod. of CP).

Protestants: Dan Topping, et al., d/b/as New York Yankees, New York, and Brooklyn Natl. League Club, Brooklyn, N. Y., and St. Louis Natl. Club, St. Louis, Mo., and Western Union, New York.

Things Alleged: Violation of Sec. 325 (a) of Act (rebroadcast of signals).

FCC Action: Denied: Not parties in interest: no economic injury shown from grant.

Alvarado Broadcasting Co. (KOAT), Albuquerque, N. M. (for CP to change from 1240 kc, 250 w to unlimited 860 kc, 1 kw day and 500 w night with directional antenna at night).

Protestant: Metropolitan Tv Co. (KOA Denver, Colo.).

Things Alleged: Loss of listeners to KOA.

FCC Action: Denied: Not party in interest. Economic injury conjectural.

Aaron B. Robinson, d/b/as Clarksville Broadcasting Co. (WDXN), Clarksville, Tenn. (for mod. of CP to specify transmitter site and antenna system).

Protestant: Campbell and Sheftall (WJZM Clarksville, Tenn.).

Things Alleged: Protestant's station will be economically injured by virtue of multiple ownership interests of Robinson in Tenn. and Miss.

FCC Action: Denied: Not party in interest—no injury flowing from mod. of CP.

W. Gordon Allen and John Truhan, d/b as Allen Broadcasting Co., Longview, Wash. (for CP).

Protestants: Twin City Broadcasting Co. (KWLK Longview, Wash.) and Northwest Public Service (KLOG Kelso, Wash.).

FCC Action: Denied: Not timely filed.

The Good Music Station (WGMS), Bethesda, Md. (for mod. of CP from 1 kw, daytime, to 5 kw day, 1 kw night, unlimited).

Protestant: Evening Star Broadcasting Co. (WMAL Washington, D. C.).

Things Alleged: Interference.

FCC Action: Denied.

Charlie H. Parish Jr. and Charlie H. Parish Sr. d/b/as Radio Tifton (WTIF), Tifton, Ga. (for CP).

Protestant: Tifton Broadcasting Corp. (WWGS Tifton, Ga.).

Things Alleged: (1) Applicant has not shown its programming proposal would meet needs of Tifton; (2) Applicant has misrepresented to Commission its intention to build station at Tifton.

FCC Action: Designated for hearing.

Tri-County Broadcasting Co. (WCED), DuBois, Pa. (for mod. of CP to make changes in daytime directional antenna).

Protestant: United Broadcasting Co. (WHK Cleveland, Ohio).

Things Alleged: Interference.

FCC Action: Denied: No objectionable interference.

J. A. Gallimore, tr/as Radio Cleveland (WCLE), Cleveland, Tenn. (for CP).

Protestant: Robt. W. Rounsaville (WBAC Cleveland, Tenn.).

Things Alleged: (1) Applicant not financially qualified; (2) Proposed program structure insufficient.

FCC Action: Designated for hearing.

J. A. Gallimore, tr/as Radio Cleveland (WCLE), Cleveland, Tenn. (for CP).

Protestants: Gordon W. Gambell, et al., d/b/as Tennessee Valley Broadcasting Co. (WAGC Chattanooga, Tenn.).

Things Alleged: (1) At time of grant WAGC had application pending before Commission; (2) This grant will cause interference to protestant's proposed grant.

FCC Action: Denied: No objectionable interference. Therefore, not party in interest.

L. L. Stone, et al., d/b/as Central City-Greenville Broadcasting Co. (WMTA), Central City, Ky. (for CP).

Protestant: Muhlenberg Broadcasting Co. (WNES Central City, Ky.).

Things Alleged: (1) Not financially qualified; (2) Applicant made misrepresentations to Commission in application.

FCC Action: Denied: Not party in interest—applicant whose application was granted later on the same day has no standing to protest.

Cumberland Valley Broadcasting Co. (WBMC), McMinnville, Tenn. (for CP).

Protestants: Williamson County Broadcasting Co. (WAGG Franklin, Tenn.) and McMinnville Broadcasting Co. (WMMT McMinnville, Tenn.).

Things Alleged: (1) Applicant not financially qualified; (2) Applicant unfamiliar with operation of broadcast station and is therefore not qualified.

FCC Action: Designated for hearing.

Carrol F. Jackson & D. N. Jackson, d/b/as American Southern Broadcasters (WPWR), Laurel, Miss. (for CP).

Protestants: Southland Broadcasting Co. (WLAU Laurel, Miss.) and New Laurel Radio Station (WAML Laurel, Miss.).

Things Alleged: (1) Applicant not financially qualified; (2) Applicant has misrepresented to Commission re one of the partners, transmitter site, studio and equipment.

FCC Action: Designated for hearing.

Conant Broadcasting Co. (WHIL), Medford, Mass. (for mod. of CP to increase power from 500 to 1,000 watts).

Protestant: WAAB Inc. (WAAB Worcester, Mass.).

Things Alleged: Interference.

FCC Action: Withdrawn.

A. H. Kovlan and J. D. Sinyard (WATH), Athens, Ohio (for mod. of CP from 1540, 1 kw, daytime to 970, 1 kw, daytime).

Protestant: WWSW Inc. (WWSW Pittsburgh, Pa.).

Things Alleged: Interference.

FCC Action: Denied.

Granite State Broadcasting Co. (WDNH), Dover, N. H. (for CP).

Protestants: Strafford Broadcasting Corp. (WWNH Rochester, N. H.) and Vic Diehm Assoc. Inc. (WVDA Boston, Mass.).

Things Alleged: (1) Grant would result in undue concentration of communications media; (2) WVDA Boston would lose coverage and its program service would not be supplied by applicant; (3) Applicant engages in practices contrary to Robinson-Patman Act.

FCC Action: Designated for hearing.

Walter A. Duke, d/b/as Iredell Broadcasting Co. (WDBM), Statesville, N. C. (for CP).

Protestant: Statesville Broadcasting Co. (WSIC Statesville, N. C.).

Things Alleged: (1) Applicant is not financially qualified to construct station; (2) Applicant cannot construct station for amount proposed.

FCC Action: Designated for hearing.

C. H. Fisher and Edna Fisher, d/b/as The Dalles Broadcasting Co., The Dalles, Ore.

Protestant: Radio Mid-Columbia Inc. (The Dalles, Ore.).

Things Alleged: Interference.

FCC Action: Denied.

R. B. Helms, et al., d/b/as Southeastern Enterprises (WCLE), Cleveland, Tenn.

Protestant: Robt. W. Rounsaville (WBAC Cleveland, Tenn.).

Things Alleged: (1) Applicant is not financially qualified; (2) Applicant's estimated annual revenue is unrealistic.

FCC Action: Designated for hearing.

Ky.-Va. Broadcasting Corp., Whitesburg, Ky. (for CP).

Protestant: Blanfox Radio Co. (WHLN Harlan, Ky.).

Things Alleged: Applicant is not financially qualified.

FCC Action: Not yet acted on.

A Solid Radio Sales Job with a Future

Radio WFAA, Dallas, wants a top-flight radio salesman, a man who wants to make a career with the Southwest's top station.

Needed: ability to sell on the basis of value and quality—strictly at card rates—no deals.

Please give complete business and educational background in reply; also your present annual income, marital status and other pertinent data.

All applications handled confidentially.

Alex Keese, Manager Radio WFAA Dallas, Texas

editorials

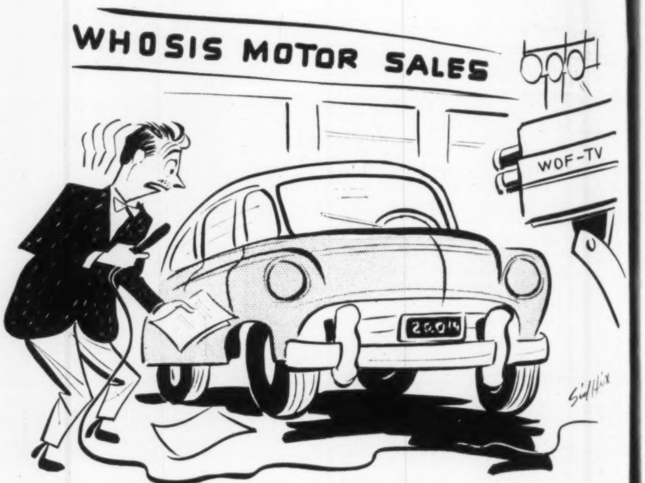
On the Spot

RADIO is more than network radio; television more than network tv.

Those elementary truths seem to have been forgotten by some of our contemporaries in the advertising press who have blithely compared national advertising in newspapers and magazines with that on the radio and tv networks and discovered that newspapers are the greatest national ad medium. This finding has naturally been widely reported in the nation's newspapers.

We hate to be a spoilsport, but someone must point out that such a comparison completely overlooks the national spot advertising on radio and tv—estimated at more than $400 million gross for 1954. When spot business is added to network in tv, the total comes close to the newspapers' national advertising volume for 1954, seems sure to pass it this year and become the top national medium. Adding spot dollars to network in radio gives this medium a far more accurate evaluation than that indicated by network figures alone.

The spacemen may quote Shakespeare's line: "Out damned spot." But let no buyer forget that in the recently published space and time comparisons, some of our media are missing.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Here's a real buy! Just repossessed! Loaded with extras! Two-tone . . . Hey! This is my car!"

Paul W. White, Trail Blazer

IF Paul White had written his own obituary, it would have read:

> San Diego, July 9—Paul W. White, 53, newsman, died here today. He had served with the United Press, CBS and KFMB-AM-TV San Diego.

Paul White didn't regard himself as newsworthy. Yet he practically invented what we now call electronic journalism. He made radio reporting adult, and it carried over to tv. He created the techniques of radio news writing, departing from the cumbersome style of the printed page. He put together an international newsgathering organization in the teeth of organized newspaper-press association opposition. That was during those broiling thirties, when he founded and headed the CBS News Bureau.

In those days of the press-radio war, Paul White had no patterns to follow. He cut his own. How well he did it is reflected in what prevails today in electronic journalism. He hired Murrow, Kaltenborn, Shirer, Davis, Eliot, Trout, Sevareid, Collingwood, Edwards, Daly, Huntley, among others. He was so dedicated to his task that it broke his health. But he kept on trail-blazing.

After CBS and quasi-retirement to rebuild his health, he joined KFMB. Here, at the local level, he launched a new crusade. He was among the first to editorialize on the air. Through initiative and tenacity, an editorial campaign succeeded in clearing a man wrongly accused of subversion by the Navy. It was but one of many campaigns he conducted until his energy gave out.

For months Paul White knew he was wasting away. He discussed his funeral arrangements with his old friend and former KFMB boss, Howard L. Chernoff. He told him that he wanted no flowers but that any monies contemplated for them be used to establish an exhibit at the San Diego Zoo, one of his favorite places.

This was typical of the dynamo who had covered the biggest stories of his generation and who had organized and sparked the most competent and efficient news organization in radio. He was both tough and gentle. Korea or kids were equally important.

Three years ago he devoted one of his KFMB 15-minute editorials to a 16-year-old lad who had written to him about a job in tv news. He told the boy how to prepare for the career. He advised him not to become a "piece of blotting paper soaking up what others tell you" but to "learn to examine your information, to weigh it, to reason from it."

"And it's quite possible," he observed, "that prayer and worship will help, too. That's a matter between you and your conscience and your God."

Ailing at the time, Paul White had a final word for the aspiring newsman:

"Along the way, have fun. Don't save up fun as something you can spend in the twilight of your life. It just doesn't keep. However dominant your ambition, however serious your application toward self improvement, have fun as you go along, particularly in your youth."

Paul White, 53, probably would be with us today if he had followed the advice he dispensed so freely.

The Big Picture

COLOR television development has been disappointingly slow in the year and a half since the compatible system was authorized by the FCC, but there is evidence that next fall color will at last begin to roll.

True, the evidence is fragmentary. Of all the major broadcasting and manufacturing interests, only RCA is talking bullishly about color. And RCA itself is hedging its public comments with plenty of ifs about color set production and prices.

Yet there are persistent trade reports that RCA, and perhaps other receiver makers, will get into quantity production by fall on color sets which are less expensive than those now available. If set production is really on the verge of rolling, it will have to be accompanied by a general acceleration of color television programming. Nobody is going to buy a color set, even at lower prices, to see what he already sees on his black-and-white receiver.

In the past year both CBS and NBC have broadcast an astonishing volume of color programs, considering the scarcity of color sets. Both have plans to expand their color schedules next season.

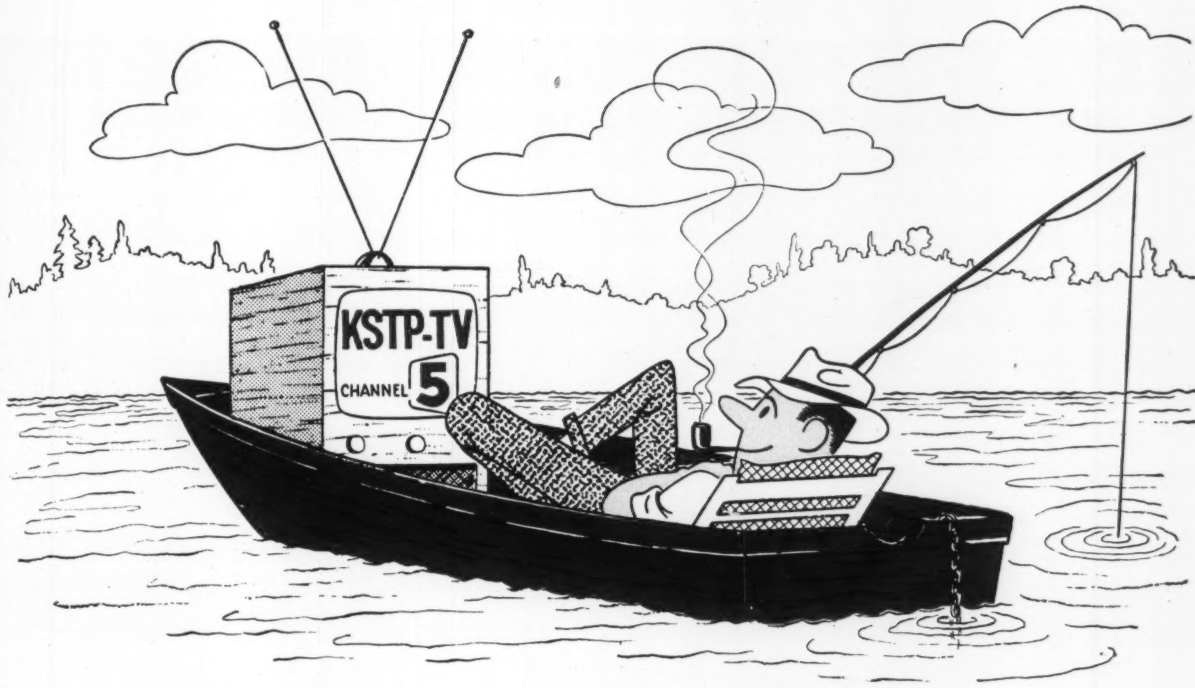
A number of stations have undertaken ambitious color originations. Only last week, for example, WBAP-TV Fort Worth doubled its schedule to provide 11 hours a week of local color programming.

The stations which have invested in equipment to originate local live and film shows are, however, the minority. More stations have installed only the gear necessary to relay network color, and some, of course, have not touched color at all. The majority of telecasters obviously are waiting until there is more immediate prospect of a color audience before they buy colorcasting gear. It is quite understandable that telecasters should hesitate to make a substantial investment in color equipment as long as most set manufacturers and their dealers and distributors talk little and do less about color set production.

We cannot help feeling, however, that an investment in color equipment and in experimenting with it will pay off for telecasters sooner than some expect. It seems to us that the inherent qualities of color television as an advertising medium are so superior to those of other visual media that color tv will explode once the cork is pulled.

It will be cheaper and speedier to produce than color advertising in newspapers and magazines. Its color fidelity will equal if not surpass that of the slickest magazines and will make even the best newspaper color look amateurish by comparison.

If television has created an advertising revolution in black-and-white, it will create a bigger revolution in color.



FIRST in the land of 10,000 lakes!

Seven years ago, KSTP-TV went on the air—the *first* television station in the rich Northwest. Since that time, KSTP-TV has added many "firsts" to its record—first with maximum power, first with color TV—and has maintained leadership in this FOUR BILLION DOLLAR market!

This year, KSTP-TV is breaking all sales records with summer sales reaching new peaks. The reasons are simple. Alert advertisers know that more than 2½ MILLION people will visit the "land of 10,000 lakes" this summer and that they will spend nearly 50 MILLION DOLLARS here in July alone!

These advertisers also know that KSTP-TV has earned a listener loyalty through superior entertainment, talent, service and showmanship that means *sales*. That's why it's the *first* buy in this important market.

For further information, contact your nearest Petry office or a KSTP-TV representative *today*.

KSTP-TV

CHANNEL 5
100,000 WATTS

MINNEAPOLIS • ST. PAUL ***Basic NBC Affiliate***

"The Northwest's Leading Station"

EDWARD PETRY & CO., INC. • NATIONAL REPRESENTATIVES